

Automotive Daily News



Vol. 1. No. 68. Copyright 1925 by Publishing Corporation NEW YORK, WEDNESDAY, DECEMBER 2, 1925 Application for entry as second class matter pending at Post Office, New York, N. Y. 10 Cents, \$12 Per Year

1925 MOTOR CAR OUTPUT TO PASS 1923 HIGH MARK

Total Output Estimated at More Than 3,620,000

NEW YORK, Dec. 1.—There have been produced 3,196,067 passenger cars during the first ten months this year, exceeding the same period of last year by 319,735 cars. With two months more to go (and they need only be ordinary months of production) the total production for the year will surpass the peak of 3,620,000 cars in 1923.

In this extraordinary performance there are some underlying facts that are visible to but few outsiders and not many in the motor industry, says Dow, Jones & Co.

The plain facts alone are sufficiently staggering, when one realizes that this enormous production of about 3,700,000 cars for 1925 has been accomplished after three years of averaging over 3,000,000 cars a year. This means that about 13,000,000 passenger cars will have been produced during the past four years.

Such a record as this naturally leads to two questions:—

How has this huge production been accomplished?

How long is it going to last?

There is little doubt that the purchasing power of the country has been unprecedented during the past four years, and that this purchasing power has been increasingly induced to purchase automobiles and other commodities by every possible means of sales stimulation.

During the last four years car prices have been constantly reduced until they are now only about half of their 1913 price.

This year closed car prices were sharply reduced, which again stimulated buying by causing car users to trade in their open cars on a new closed model, selling at a price, in many instances, below the original price of their open cars. This move has created a transition period in the motor industry from the open to the closed car.

Nearly 70 per cent. of the new cars sold this year will be closed, whereas only 48 per cent. of the cars sold last year were closed, an increase of 40 per cent. Just how

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FURTHER BIDS WANTED FOR CLYDESDALE TRUCK CO

Toledo, O., Dec. 1.—The receiver for the Clydesdale Motor Truck Company, Clyde, O., has announced that the sale of the plant will be handled through the Industrial Plant Corporation of New York in the next sixty days.

Bids received in the first efforts to sell the plant by the Commerce Guardian Trust and Savings Bank of Toledo, receiver, were considered too low. The new sale plan guarantees a larger bid for the benefit of creditors.

October Exports of Farm Machinery Exceed 1924 Mark Over \$1,000,000

New York, Dec. 1.—Exports of agricultural implements from the United States decreased nearly \$500,000 during October, amounting to \$5,311,831, compared with \$5,800,532 for September, Department of Commerce states. October shipments were unusual-

ly high for that period of the year, however, and were more than \$1,000,000 greater than the exports of October a year ago. Comparing the October, 1925, shipments with those of the same month of 1924, tractors increased by about half a million dollars, and other items showing large increases were plows,

harrows, drills and seeders, and parts of tractors.

Foreign shipments of implements during the ten months ended October amounted to \$65,843,168, approximately \$14,000,000 greater than the exports in the same period of 1924 and \$6,000,000 greater than the total exports of implements during the calendar year 1924.

BREWSTER SOLD TO ROLLS-ROYCE

Control Passes in Deal Just Completed; Officers Continue

New York, Dec. 1.—The Rolls-Royce Company of America, Inc., has acquired control of Brewster & Co., which specializes in custom-built automobile bodies and was one of the pioneer carriage makers of America, according to announcement here.

Henry J. Fuller, president of Rolls-Royce, said the business of the Brewster company would be conducted, as heretofore, at its plant in Long Island City and that William Brewster would continue as president of the body company and become vice-president of Rolls-Royce.

It was said that Rolls-Royce would take over the 5th Avenue showrooms of the Brewster company and that the Rolls-Royce service station in Long Island City would be moved to the Brewster premises.

Cleveland Co. Has Body Shortage

Cleveland, Dec. 1.—Despite the fact that production is thirty days behind orders, officials of the Cleveland Motor Car Company have announced that less than 100 men had been laid off because of shortage of motor vehicle bodies.

At the same time they declared unfounded reports that the lay-off was the result of a slowing up in business.

"The lay-offs" are merely temporary," J. V. Whitbeck, president, said. "We are now thirty days behind orders in production, and the way business is coming in we hope we will not be seriously delayed. The bodies in which a shortage has developed are manufactured jointly by the Gotfredson corporation and in our plant."

Sid Black, sales manager, said that business was holding up in excellent shape, despite the coming of inclement weather.

FOKKER PLANS TO CARRY FREIGHT FOR G.M.C. PLANT

Detroit, Dec. 1.—The Continental Motors Corporation has purchased a Fokker airplane from Anthony Fokker, Dutch inventor, which will be used in carrying parts between the Detroit and Muskegon plants of the corporation.

Announcement of the purchase of the plane is made by R. W. Judson, president of Continental Motors Corporation, who plans a trip in one of the planes with several friends, to Muskegon, next Friday.

Inventory Sends Production Down

Toledo, O., Dec. 1.—Automotive plants here have begun to take inventory, and as a consequence production is declining slightly and working forces are being reduced. Report of fifty-one plants this week shows 1,569 less workers than last week. There are now 25,842 employed, as compared with 17,916, a year ago.

The Chevrolet Ohio Company here is now at inventory, and has laid off 800 men during the period. It expects, however, to go on a new and larger winter schedule of production on December 7.

Willys-Overland is working on inventory, but is also holding production at a high figure.

General business volume here shows a 16 per cent. gain in November over the same month last year.

SEES HOPE FOR CHEAPER RUBBER

Fisk Executive Believes Peak of High Prices Reached

New York, Dec. 1.—We have seen the peak of rubber prices and we can look forward to some improvement as time goes on," said H. T. Dunn, president of the Fisk Rubber Company, to a representative of the Automotive Daily News when he returned this week on the Leviathan from a business trip in London.

"The Stevenson plan will not be abandoned, but will undoubtedly be altered to allow a larger export," Mr. Dunn said. "Developments will be gradual, however. The case is simply this: They have rubber to sell and we want it, and I guess we'll get it. Business is sound generally, and I expect a good year next year."

Harrison to Speak On Steam Cooling

Special from A. D. N. Detroit Bureau

Detroit, Mich., Dec. 1.—Herbert C. Harrison, president of the Harrison Radiator Corporation, Lockport, N. Y., a division of General Motors, will address the meeting of the Detroit section, S. A. E., in the General Motors Building, Thursday, taking for his subject "Steam Cooling."

Mr. Harrison has devoted much time and study to this topic.

He is an advocate of this method of producing and maintaining those engine temperatures best suited for economical and efficient operation.

MAY PRODUCE FIBER PADDING

Ford Planning to Utilize Flax in Fiber

St. Paul, Dec. 1.—With three manufacturing units being pushed to completion in the St. Paul plant, officials of the Ford Motor Company are known to have under consideration plans for the manufacture of fiber and cushion padding from flax fiber, which would open a new market for thousands of acres of flax in Minnesota and North and South Dakota.

Reports today told of plans for the utilization of the waste material in the manufacture of linseed oil in the new department. Plans for the manufacture were under discussion by officials of the company at a recent conference in Detroit.

With units for the manufacture of glass batteries and radiators now being pushed to completion, approximately 100,000 square feet of space is available in the St. Paul plant for other units, and officials of the company have been known for some time to have been seeking some form of use of this space.

Flax production mills in St. Paul, the heart of the northwest's source of supply, produce approximately 25 per cent. of the linseed oil of the country.

Truck Assn. Group Plans Campaign

New York, Dec. 1.—The Executive Committee of the Motor Truck Association of America held a meeting yesterday afternoon at the Hotel Pennsylvania to discuss ways and means of fighting the proposed legislation by Congress to regulate the interstate operation of motor trucks. The entire situation was canvassed and a number of suggestions were made for blocking any imminent action that may be proposed.

Members of the committee present included B. G. Miller, Motor Truck Association of Philadelphia; Thomas F. Barrie, executive secretary of the Merchants Trucking Bureau of New York; A. D. Way, secretary of the Motor Truck Club of New Jersey; E. M. Bird, president of the General Motor Freight Corporation of Philadelphia; G. C. Fenner of the Motor Vehicle Conference of New York, and Theodore D. Pratt of the Motor Truck Association of America, who acted as chairman of the meeting.

OSTBY NAMED VICE-PRES.

New York, Dec. 1.—Oscar Ostby, formerly general manager of the Prest-O-Lite organization, has been elected vice-president and general sales manager of the Burnell Oil Burner Corporation, with offices at 56-58 West 45th St.

SOUTH AMERICAN OIL MAY SOLVE PROBLEM OF U.S.

Survey of Producing Fields Completed by Mine Bureau

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 1.—Coincident with the report which will be submitted to President Coolidge by his special commission, warning the country that America's oil supply must be conserved, as it will be exhausted in seven years, the Federal Bureau of Mines today completed a survey of typical crude oils from the producing fields of North and South America, including analyses of petroleums in Canada, the United States, Mexico, Trinidad, Venezuela, Argentina, Colombia and Peru.

The President's oil commission in its report pointed out that America must cut down its annual consumption of 350,000,000 barrels or less than half, if the situation must be saved.

Increased demands for big fast motors are found by the commission to be one cause that threatens the oil disaster. An appeal will be made to the mechanical genius to devise a speedy but small internal combustion engine that will consume less gas.

Oils from foreign fields which form a potential source of supply for the United States are similar in physical and chemical properties to oils found in this country, it is pointed out in the report of the Bureau of Mines.

Despite the wide geographical distribution of producing fields of Canada, the bureau found the crude oils of the dominion to be remarkably alike. In Mexico, the bureau found two classes of oil, one represented by the northern heavy-oil district, or Panuco district, and the southern light-oil district, also known as the Tuxpan, or Tepete district.

Samples of Trinidad crude have a low gasoline content, the report states, being classed as "waxy crudes" and "nonwaxy" crudes. The former is quite similar to the lighter Oklahoma crudes, it is stated.

Four different specimens of crude are to be found in the Argentine. One is a heavy, black oil, containing practically no commercial gasoline, while samples from the other fields have a lighter gravity and higher "gasoline and naphtha" content. These are similar to the crude oils of northern Texas, the report states.

Fairly heavy, black oils, rather high in sulphur, rather low in "gasoline and naphtha," and containing considerable proportions of vacuum distillates, which do not show wax content, are to be found in Venezuela. The samples are said to be similar to many of the crudes, especially the heavier high sulphur oils of Kern county, California.

Colombia produces two crudes, which are black having a sulphur content of 0.70 per cent., low viscosity and fairly high content of "gasoline and naphtha," while the wax content is inconsiderable.

A. A. A. President Holds Varied Gas Taxes Unfair

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 1.—An important factor hindering the development of nation-wide reciprocity is the unequal rate of gasoline tax in forty-four states which have adopted this form of motor vehicle taxation, Thomas P. Henry, president of the American Automobile Association, declares.

He points out that the wide diversity in the rate of the gas tax has produced a situation whereby the residents of one state are paying tribute to other states in gasoline taxes, which are higher than the rates in their home commonwealths.

"There are twenty-one states and the District of Columbia levying a tax of 2 cents a gallon," says Henry. "The tax varies widely in other states and undergoes frequent revisions. Three states impose a tax of 1 cent a gallon, while there are thirteen taxing at the rate of 3 cents. One state has 2½ cents, two tax 3½ cents, three tax 4 cents, while one, South Carolina, goes the limit, with 5 cents."

"On a basis of registration and total gas tax of ten states, which are not 'resort' states, the average car used 151 gallons of gasoline for the first six months of this year, and paid a tax of \$3.02. For the same period, the average tax paid in Florida was \$11.80. Since the tax in this state is 3 cents the figures would indicate a consumption of 393 gallons for each car."

"The figures, however, are misleading. The difference between the taxes paid in any of the ten non-resort states and in Florida is largely due to the amount of taxes exacted from tourists. Yet the Florida motor tourist can travel through Illinois, New York, New Jersey and Massachusetts without paying a penny for the use of the roads."

Rhode Island is a good example of the wide variations in taxes and taxation methods. Automobiles registered in the smallest state in the Union total 89,247; yet, despite a 1-cent tax, the receipts were only \$45,848. This is just 51 cents a car. Does the Rhode Island motorist use only 102 gallons of gas a year or does he buy gasoline in Massachusetts where it is tax free?

"It is obvious that a variation in the tax rate automatically defeats the principles of reciprocity. If South Carolina levies a tax on the Pennsylvania motorist of 5 cents and Pennsylvania asks only 2 cents from the South Carolina motorist for every gallon of gasoline he purchases, there can be no reciprocity between the two states."

Inventory On at Chrysler Plant

Newcastle, Ind., Dec. 1 (U. T. P. S.)—A few departments of the local Chrysler plant closed for several days beginning Thursday for inventory. Those departments that are running behind schedule in production will keep on going during the inventory operations, it has been announced.

This short shut-down is almost necessary in some departments where it is practically impossible to operate with the inventory in progress. The Chrysler plant, Newcastle's largest manufacturing concern, has been operating at full capacity throughout the past months and the prospects for continued prosperity are unusually good, it is declared. Dealers in all parts of the country are complaining that they cannot get cars enough to fill their orders, according to word from the Detroit offices.

CONSIDER HIGHWAY PROGRAM

Augusta, Me., Dec. 1 (U. T. P. S.)—The Governor and council are considering the proposed highway program for 1926, which calls for the construction of 99 miles of new state highway at a cost to the state of \$1,299,000.

AUTO SALES IN MIDWEST GO UP

October Business 14.2% Over September in Revenue

Chicago, Dec. 1.—Reports from sixty-four retail automobile dealers in Middle West to Federal Reserve Bank show aggregate dollar sales of new cars in October increased 14.2 per cent. over September and 33.8 per cent. over October last year. On October 31, sixty-seven firms had new cars on hand, with value 11.5 per cent. above September 30 and 9.5 above last year.

Dollar sales of forty-five wholesalers fell off 18.4 per cent. from September, though they showed gain of 36.8 per cent. over last year.

Number of new cars sold at wholesale and retail and on hand showed greater percentage changes than dollar sales.

Sixty-five firms sold 2.4 per cent. more used cars than in September and 8.8 per cent. more than last year. Value of used cars on hand October 31 was 14.3 per cent. above September 30 and 7.9 per cent. above last year, while their number was 25.7 per cent. and 21.1 per cent. greater respectively.

Although sales of new models in one make were largely responsible for decided increase in retail sales, majority of dealers reporting had gains over September and year ago.

Thirty-three firms reported deferred payments averaging 42.5 per cent. of their sales, against 40.8 per cent. in September and 48.2 per cent. in January this year.

October increase in retail automobile sales was the first after a steady decline from May to September. Receipts from manufacturers, however, showed greater increase than retail sales.

Manufacturers who produce 71.6 per cent. of total October output reported retail sales by dealers 88.7 per cent. over September and 31 per cent. over October.

As result of larger October output dealers' receipts from manufacturers increased 102.7 per cent. over September and 57.1 per cent. over October last year, with result that ratio of sales to receipts fell to 80.9 per cent. from 86.9 per cent. in September and 96.9 per cent. in October.

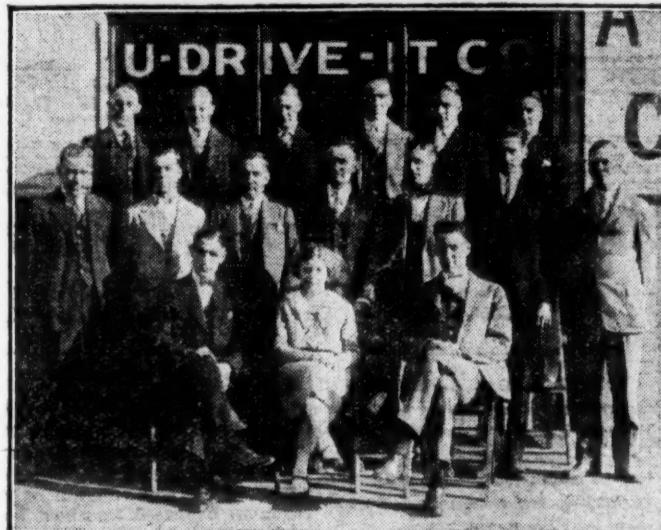
Last year October retail sales reported by manufacturers with 69 per cent. of production were 2.7 per cent. under September and 30.9 per cent. under October, 1923.

Gas Tax in Mich. Nets \$8,000,000

Lansing, Mich., Dec. 1.—A total of over \$8,000,000 will be received for the eleven months of this year from Michigan's 2-cent gasoline tax which went into operation last February 1. According to report of Charles Deland, secretary of state, with November and December yet to go, the total net gas tax collected amounts to \$6,831,899.

For the remaining two months but \$1,200,000 is needed to put the total for the year over the \$8,000,000 mark. The total gross tax collected in October was \$876,364. Refunds to persons and concerns not using gasoline for motor vehicles amounted to \$49,432, leaving a net sum for the month of \$826,931. It is estimated about \$11,000,000 will be received next year from the gas tax.

MANAGERS OF U-DRIVE-IT COMPANY assembled at Norfolk, Va., recently in their annual convention. Special problems confronting the rental auto business were threshed out by the delegates.



AUTO OUTPUT TO EXCEED '23 HIGH

(Continued from Page 1)

long this transition period will last it is difficult to tell.

Production of passenger cars in the United States and Canada for the first ten months of 1925, 1924, and 1923 is as follows:

	1925	1924	1923
January	122,921	293,824	228,872
February	252,803	343,460	260,316
March	322,151	357,045	327,059
First quarter	797,875	994,329	816,267
April	391,802	346,405	351,649
May	382,714	286,324	358,685
June	364,806	225,079	344,022
Second quarter	1,138,822	1,057,808	1,054,356
July	357,883	244,544	303,544
August	222,505	255,232	318,888
September	272,413	263,528	320,352
Third quarter	852,801	763,304	924,784
October	406,569	260,881	335,023

For 10 months \$1,196,067 2,876,322 3,130,430

Production of passenger cars for the first ten months exceeds the 1923 peak by 66,000 cars.

By price groups, production is as follows:

	Low	Medium	High
1925	2,512,000	607,000	77,000
1924	2,384,000	437,000	55,000
1923	2,501,000	563,000	66,000

Among the low-priced cars, Chevrolet, Essex and Overland have taken nearly 90 per cent. of the increase. Dodge shows a good gain. The actual gain is much larger than the 128,000 difference shown in the table, because these companies have also taken many sales at the expense of Ford.

Production of cars other than Ford shows a gain of 490,000 cars over the same period of last year.

In the medium priced group, where the largest reductions were made in closed bodies, 86 per cent. of the increase has been taken by Hudson, Nash, Studebaker and Buick. Hudson naturally has shown the biggest gain, because of its radical price changes.

MINNESOTA BUS FIGHT CARRIED INTO COURTS

St. Paul, Minn., Dec. 1.—A battle for supremacy between two northern Minnesota motor bus transportation companies was carried into court today, when the Mesaba Transportation Company, Hibbing, filed notice with the State Railroad and Warehouse Commission of its prospective appeal to the St. Louis County District Court from the commission's order granting a temporary operating permit to the Eagle Transportation Company.

The Eagle Transportation Company recently was given the right to operate motor buses between Duluth and Hibbing pending a final decision as to the efficiency of its service. The Mesaba Transportation Company is a competing line and its application for permission to operate between Hibbing and Duluth is on file with the commission.

G. M.-VAUXHALL DEAL DISCUSSED

J. D. Mooney, V.-P., Explains Purpose Of Merger

London, Dec. 1 (U. T. P. S.)—J. P. Mooney, vice-president of General Motors Corporation, speaking at the American Chamber of Commerce in London, referred to the objects which the General Motors Corporation has in joining forces with the Vauxhall Motor Company of England.

He said the operations of a public company such as the General Motors Corporation can safely be based only on a policy whereby the corporation undertakes, wherever it operates, to carry on its operations to the advantage generally of public interest and welfare.

The public interests of General Motors, he said, could be classified into four general groups of people: Motor car owners, motor car dealers, the employees of the corporation and the shareholders of the corporation.

What he had said of the policy and obligations of a public company may be applied to Vauxhall Motors, Limited, which has been a public company in Great Britain for many years, he pointed out, adding the history of this company shows the same high regard for the interests of these groups and the same constructive endeavor to deal fairly with them.

"As representatives of the public, who really own General Motors, we feel perfectly safe in leaving the management of the Vauxhall Company entirely in the hands of the men who have made it what it is to-day—a company respected and admired," said Mr. Mooney. "The British public has continued for many years to display its confidence in the managing directors who created the Vauxhall Company. As these men will continue to operate the company, it is to be expected that Vauxhall will continue to command the respect and confidence of the British public."

Proceeding Mr. Mooney said: "You may be interested in the reasons that led the General Motors Corporation to believe that a partnership arrangement with a British motor car manufacturing company could be of mutual advantage to the various people concerned."

"We feel that the motor vehicle will continue to occupy a position of increasing importance in relation to the various economic and social developments that will occur during the next several years in the affairs of the nations of the world. Further, we believe that the use of motor cars will have a remarkable growth in the British Empire."

"During the next ten years the British Empire will move forward aggressively and rapidly in the development of its own economic coherence and strength. In this movement forward, broad and intensive use of motor transport will be made, as one of the readily available and valuable instruments."

CANADA TIRE MEN AGREE AT MEET

Stability Assured for 1926 Market; No Price Cutting

Winnipeg, Dec. 1.—Stability of tire prices through western Canada is assured for 1926. At Saskatoon Saturday, with delegates representing mostly wholesalers and manufacturing agents west of the lakes, it was agreed no price cutting will be done next year. This year in some sections standard tires were cut, as inducement for other business in accessories, to less than retail cost. The Saskatoon meeting was the result of numerous preliminaries from all parts of the Dominion relating to rubber tires of all makes.

Says Ford Planes Will Speed Mails

Special from A. D. N. Detroit Bureau

Detroit, Mich., Dec. 1.—C. C. Kellogg, postmaster, figures that the award of contract to Ford Motor Company for carrying air mail between Detroit and Chicago and between Detroit and Cleveland will bring the western coast forty-one hours nearer Detroit and reduce the postal distance between California and Detroit by fifty hours.

Expedition of mail between Detroit and Chicago and Detroit and Cleveland will also naturally result, he believes.

Under the Ford contract, mail will be carried on the regular runs, at the rate of 10 cents per ounce for all "feeder" lines under 1,000 miles in length. The service will be installed some time after the holidays. Postmaster Kellogg says, the exact date for inauguration being uncertain.

Planes will be added to the runs as needed.

Business in New Cars In Philadelphia Drops

Philadelphia, Dec. 1.—Sales of new cars by seventeen distributors in the Philadelphia Federal Reserve district were smaller in October than in September. The decline in both wholesale and retail business was accompanied by an accumulation in stocks of new cars in the hands of local distributors. Business in used cars was better in October than in September, although stocks of these cars were also larger.

The following table indicates changes:

	Changes from September	Number	Value
New car sales, wholesale	-11.7	—	8.2
Cars under \$1,000	—	8.9	+0.2
Cars \$1,000 to \$2,000	—	18.6	-19.7
Cars over \$2,000	—	20.2	-14.2
New cars sales, retail	—	7.3	-6.1
Cars under \$1,000	—	8.0	-8.7
Cars \$1,000 to \$2,000	—	7.7	-8.4
Cars over \$2,000	—	—	1.3
Stocks of new cars	+ 7.4	—	+10.8
Cars under \$1,000	+ 5.7	—	+5.0
Cars \$1,000 to \$2,000	+ 22.8	—	+16.5
Cars over \$2,000	+ 13.6	—	+12.3
Used car sales	+ 8.5	—	+2.6
Stocks of used cars	+ 10.8	—	+7.7
Retail time sales	—	7.7	-10.3

In New and Used Car Marts

RISING CAR FARE SENDS SALES UP

Minneapolis, Dec. 1.—Soaring street car fares are giving dealers in small models of cars, new and used, a strong talking point with heads of families and the salaried classes which have heretofore been rather poor prospects.

Recent street car fare increases fixed rates at 3 cents cash and ten tokens for 60 cents. There is very good prospect that the cash fare will remain the same and the token fare cut to nine tokens for 60 cents.

Dealers in moderate priced cars are seizing on this situation to press for sales. It is pointed out that the average family must pay \$20 or more monthly for street car transportation. Families with three children going to and from school on street cars five days a week, the breadwinner using the street cars twice daily and the housewife using the cars for shopping tours, coupled with night excursions, face a cash outgo which salesmen tell them might just as well go into autos.

In families where three or four adults are working a car can easily be purchased and allow them to avoid street railway tolls to aid in offsetting car costs and upkeep. Thousands of new prospects have been put in a mood for car buying by the increasing fares, it has been found by wideawake dealers, who have made surveys so that their salesmen may press their combined business-pleasure sales talk on persons paying heavy monthly street car fare bills.

Falling Sales Normal, Say Kan. City Dealers

Kansas City, Dec. 1.—Sales of new motor cars in Kansas City are showing a slight decrease over last month, but dealers generally consider conditions normal.

Dodge

George S. Ware, sales promotion manager of the Butler Motor Company, Dodge distributor, reports sales for the first three weeks of November at approximately one-third better than for the same period last year.

Peerless

L. D. Sasser, branch manager of the Peerless Motor Company here, reports wholesale sales as strong. "The pre-showing interest in the new six has been the greatest I ever have seen on any car," he declared.

Moon

The factory branch here of the Moon Motor Company is enjoying a good business, according to R. E. Edwards of the company's sales force. "Sales for the first three weeks of November of the Diana have been strong, with the demand for the Moon also good," Mr. Edwards said.

Velle

A. L. Curran of the Curran Motor Company, Velle dealer, says sales are slow. "We consider our dropping off mostly seasonal," Mr. Curran said.

Paige-Jewett

H. R. Barrett, sales manager of the Bird-Sykes-Bunker Company, Paige-Jewett dealer, says sales have shown a tendency to "slow up" the last few days, but prior to that sales had been strong. "We can expect nothing else than a slowing up at this season of the year," Mr. Barrett declared.

Hudson-Essex

John R. Cunningham, sales manager of the Hudson-Brace Motor Company, Hudson-Essex dealer, also reports a seasonal slowing up in the last few days, with conditions generally satisfactory. "The sales resistance is becoming more pronounced," Mr. Cunningham said, "but still sales are somewhat better than this time last year."

REPORTS ON USED CAR BUSINESS

Toledo, Dec. 1.—The used car business of northern Ohio could stand something of an unusual nature to jolt it into greater activity. Dealers, while they say that conditions are better than sixty days ago, are not at all satisfied with the used car problem.

Many companies have conducted sales and with the seasonable slump in new cars and the added effort put behind the movement of the second-handers have managed to reduce stock in many instances.

Overland

The Perkins-Taylor Company, Overland dealer, just finished a big sale of used cars and advertised special low prices. It moved in the neighborhood of \$15,000 and the firm has its stock well under control.

Buick

Jack Davis, Buick dealer, has his stock in unusually good shape. A year ago his inventory was \$40,000 in used stock. Saturday it was \$13,000, which is below normal. Shortage of new stock, extra efforts to move used stock and special caution in allowances is the answer to the good condition.

Oakland

George Close, Oakland dealer, is also in excellent shape with a stock of used cars much under normal. However, he says, there is a slowness in used stock that is worth thinking about.

Studebaker

Lurie Brothers, Studebaker distributors, have a good stock of used cars but they have had a big month in new cars and have made a number of trades. They recently inaugurated a \$200 down payment plan and it was found to greatly stimulate sales.

Nash-Ajax

Charles E. Doan of the Doan Motor Company, Nash and Ajax dealer, has done well in lowering his stock of used cars but he says the market is not active. Sales do not come in as they did earlier in the season.

Dealers Pulling Away From Trade-In Deals

Hartford, Conn., Dec. 1.—A survey of the used car market shows there are in the neighborhood of 1,000 used cars offered for sale in this vicinity. Slowly, but surely, the used car situation is changing and dealers are gradually pulling away from trade-ins.

The Harrington Hudson Company this week, as an illustration, had only two used cars in stock.

There is a general tendency toward caution, especially as regards open cars, which are regarded as being almost out of the picture until spring.

Aaron G. Cohen, Inc., advertises cars on one's own terms, with no money to pay and no red tape, and stresses the fact that the sale will effect a saving of from \$50 to \$500 on the cars offered. Demonstrators have been marked down 40 per cent. off the list.

Depressing Outlook In Used Car Field

New Haven, Conn., Dec. 1.—Used car sales conditions in this territory do not provide a very good outlook for business in this field during the next few months, according to a survey of the local used car dealers.

In the new car field the situation is much different, as a survey of the local dealers discloses the fact that new car sales for 1925 will be far in excess of the 1924 total. Ford leads the field in the low-priced cars.

MOHEN & AMIDON WIN SALES CONTEST

Hartford, Conn., Dec. 1.—The Mohen & Amidon Sales Corporation, Hudson and Essex dealers under the Harrington Hudson Company, distributor for southern Connecticut, carried off the fall sales contest staged by the distributor. Wholesale Manager H. W. Foster of the Harrington company, in figuring up the scores in the contest, which was conducted along the lines of a football game, determined that the Mohen & Amidon Sales Corporation had the highest score with 420 points out of a total of 1,205. A. H. Spencer of the Mohen & Amidon sales force had the highest individual score.

BATTING 1,000 PER CENT.

Chicago, Dec. 1.—In attendance the Chicago Flint Dealers' Club of twenty-seven members is batting 1,000 per cent., with every member answering to roll call at its meetings, according to the organization's secretary. Enthusiasm of the entire membership is reported to be running equally high.

SEES GOOD SEASON AHEAD FOR DODGE

Halifax, N. S., Dec. 1.—A. L. Pelton, Kentville distributor for the entire Annapolis valley for the Dodge car, says that notwithstanding the unsatisfactory fruit crop in this world famous part of Canada, the sales of the Dodge are very satisfactory, and the outlook for the coming season is also satisfactory indeed.

GOOD BUSINESS AHEAD

Appleton, Wis., Dec. 1.—Considerable encouragement for next season's business was voiced at a meeting of Chevrolet dealers of the Fox River Valley at the Fox River Chevrolet Company's garage here. L. D. Frint of the Frint Motor Car Company, Milwaukee, the principal speaker, described the strides that were being made in sales by automobile manufacturers.

WHAT DO YOU THINK?

This column is devoted to the exchange of ideas and suggestions by readers of the Automotive Daily News on new and used car problems.

EDITOR.

Automotive Daily News.

We are bitterly opposed to small payments down and long terms on either new or used cars.

You are absolutely correct in your statement that if a buyer does not have enough equity in his car to justify him retaining it he will not care whether or not the car goes back to the dealer.

We believe that one-third down and the balance in monthly payments of no longer than twelve months is the extreme limit to extend on time payment sales.

We have been in the automobile business about eleven years. The first five years we handled most of our time payment paper and the past six years, we have handled all of it.

Time payment sales are absolutely necessary for a concern engaged in the automobile business, but it is as necessary to transact this business on a sane, safe basis.

Very truly yours,

E. L. MaKibbin,
MaKibbin Motor Co., Inc.
Dodge Brothers,
Cedar Rapids, Ia.

SALES INCREASE

Elizabeth, N. J., Dec. 1.—The Hopkins Motor Car Company, Rickenbacker and Oldsmobile dealer here, reports a big increase in sales of new cars during the last thirty days over the previous month, and also for the same period last year. This dealer does not handle used cars, being a member of the Elizabeth Used Car Mart, which is a co-operative organization established and supported by many of the prominent dealers of this city.

SEES OPEN CARS GAINING FAVOR FOR SPORTS' USE

MINNEAPOLIS, Dec. 1.—"Although the so-called saturation point in the manufacture of automobiles has been reached, production is being increased and replacements alone total about 3,000,000 cars a year."

This was the statement of E. F. Glenny at a dinner of officers and employees of the Minneapolis sales organization of the Oldsmobile company in his honor. Mr. Glenny has been promoted from manager of the Minneapolis branch of the Olds Works to the post of national supervisor of organization.

The majority of cars sold now are closed cars and the open car is becoming more popular for sports use, Mr. Glenny said. Adaptability of the closed car to all sorts of weather has caused the change of sentiment.

Mr. Glenny announced that on January 1 the Olds Motor Works will begin an increased production schedule that will reach its peak August 1, 1926, when 500 instead of 250 cars will be produced monthly.

G. M. Craig, formerly vice-president of the Reilly-Craig Company, Olds distributor, was introduced as manager of the Minneapolis branch, succeeding Mr. Glenny. It was also announced that G. E. Hitchcock, formerly department manager for the Pence Automobile Company, had been elected vice-president and general manager of the Powell Motor Company, Olds distributor.

TO DISTRIBUTE MARMON
San Antonio, Tex., Dec. 1.—The Embleton Motor Company has been appointed Marmon distributor of San Antonio and territory. A representative line of new Marmon cars is on exhibit.

for Economical Transportation



Chevrolet's convenient length and ease of handling make it a favorite car among thousands of people who encounter city traffic and modern parking conditions. This gives Chevrolet dealers yet another source of profit.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring \$525	Coupe \$675	Commercial \$425
Coach 695			Chassis
Roadster 525	Sedan 775	Express 550

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500

Application for entry as second-class matter is pending at Post Office, New York, N. Y.
O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

WEDNESDAY, DECEMBER 2, 1925.

Advertising Headquarters—1926 Broadway, New York, N. Y.
Harry A. Tarantous, Advertising Manager; George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich.; C. H. Shattuck, Western Manager, 164 North Michigan Ave., Chicago, Ill.; Metz B. Hayes, New England Manager, Little Building, Boston, Mass.; Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.

Address ALL advertising cuts, copy and correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone, Franklin 3900.
Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter Rorison, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

SUBSCRIPTION RATES
United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.
Single copies, 10 cents.
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.
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Good Business Assured

By H. H. BASSETT,
President and General Manager Buick Motor Company

THIS country today has an economical President and Congress, which lends a foundation for good business in the future. Farmers, who represent a large proportion of our total population, have had two good years, and prospects for another good year are most promising. Economies practiced by the government have had a far-reaching effect and have been followed to a greater or less degree by all classes, who have taken their cue from the example set by our worthy President, all of which has resulted in greater values being given for the dollar as a rule.

The automobile business in particular easily leads the list in comparison of values offered for the money, especially when compared with prices in other lines of merchandise, and with the sound time payment plan which is offered to men of limited means, it has proved the greatest boon and cheapest transportation for man that we have ever seen in this country.

The United States will be for many years a creditor nation and there will, therefore, be plenty of money to handle our present and proposed reasonable expansion for future business, especially as the danger of inflation has been safeguarded by the careful governing of these matters by the Federal Reserve banks. There is no question that our people as a whole are realizing more and more every day how much extra value it gives to the business man and how much greater pleasure it gives to the family to be able to own an automobile which will run without trouble most anywhere on the many and many thousands of miles of permanent roadways existing and proposed for the future.

These are just a few of the reasons which, in my opinion, tend to the continuance of excellent business conditions throughout the country for some time to come.

Nothing to Worry About

THERE has been considerable talk within recent weeks of the probability of there being 500,000 unsold motor cars on hand January 1, 1926. "Crape hangers," if we may be permitted the picturesque vernacular, have cited this condition as a reason for slowing down and casting speculative eyes in the general direction of the cyclone cellar.

It is interesting to read what one of the prominent figures in the automotive industry has to say on this very subject:

"I doubt that the unsold surplus of new cars will reach that figure, but even if it did, I see nothing in the situation to be alarmed about. There are some 50,000 automobile dealers in this country alone and a normal supply of cars for display and selling purposes would be around 250,000. If the unsold surplus were 500,000, it would average fewer than ten cars, worth less than \$10,000 per dealer. I do not think this would be dangerous, considering that 250,000 cars represents about thirty days' supply at the rate cars have been bought this year."

A remarkably sane statement of fact. Calm analysis usually dissipates bugaboos of this kind.

The Oil Conservation Commission, in advising us to burn coal instead of oil wherever practicable, informs us that there is enough coal in the United States to last for 1,000,000 years. If the miners and operators insist on staging their thrilling strike drama every fall, we should be inclined to bet on the coal's chances of lasting forever, instead of a paltry 1,000,000 years.

The Observer

What chance is there for all of the war excise taxes to be removed from the automobile?

This is a question that many are asking now that the Ways and Means Committee has reported for only a 2 per cent. slice off the car tax, while removing entirely the levy on parts and trucks.

Will the administration stand pat on the Ways and Means provisions?

Very possibly not.

Much of the political value of cutting the automobile taxes would be lost, if the purchaser were still confronted with a 3 per cent. charge rather than the 5 per cent. when buying a car.

Many congressmen in both parties believe that the automobile levy should come off now. These taxes are not justifiable in a peace-time program, and why not get the credit for doing a 100 per cent. job, rather than a half-way one?

The situation is even more definite than that.

The Democrats are out flat-footed for the removal of the motor taxes, all of them.

So, too, is Senator Capper of Kansas, who represents the opinion of agriculture.

Senator Smoot wants to see all the war excise taxes on automotive products done away with.

Senator Couzens takes the same stand.

These men are to be reckoned with.

With Senator Capper on this issue are the National Grange and the American Farm Bureau Federation, the two largest farm organizations.

The automobile taxes are cash levies on the farmer, and that is one of the most potent reasons, economically, ethically and politically, why they are likely to be removed at this time.

Congressman Green, chairman of the Ways and Means Committee, may not be wholly devoted to the bill as it stands.

Iowa dealers who have talked with him say that he has told them he wants to see the Federal automobile taxes done away with. If the surplus can be shown to be well over \$300,000,000, and the debate on the floor of Congress is likely to prove this to be the case, Congressman Green may favor the further cut.

Representative McLoughlin is expected to take an active part in the fight on behalf of the automobile user.

Representative Sosnowski is actively in the fray to see that the automobile gets full consideration.

Congressman Bacharach has declared for full repeal of these levies, and Congressman Hudson is on record seeking the removal of these levies.

The situation boils down to this:

The Ways and Means Committee has presented a tentative bill. If the public is satisfied to have some of the taxes remain on, so much the better from their standpoint, because the government does not like to let go of any source of revenue.

But if the public, and that includes the trade, makes clear that it feels that the time has come for this overtly unjust tax to be completely done away with, then a way can be found to take off these levies.

With Democrats rarin' to go, and many Republicans favorable to the complete repeal outlook is good.

Virginia Gas Tax Doubles Average of Other States

Richmond, Va., Dec. 1 (U. T. P. S.)—According to data obtained from the Federal government on the gasoline tax paid in the various states of the Union, the motorists in Virginia paid an average of \$7.44 in gasoline tax to the state treasury during the first six months of 1925, which was more than twice the average amount collected in gasoline taxes for each automobile throughout the United States, in spite of the fact that Virginia's tax rate on gasoline of 3 cents is only slightly higher than the average for all of the states. If this means anything, it means that because of delay in completing Virginia's state highway system motor car owners in this state are paying a severe penalty in dollars and cents.

The total gas tax collected in Virginia from January 1 to June 30 of this year amounted to \$1,681,786; so if Virginia car owners had paid in the first six months of the year the average amount paid by car owners throughout the United States instead of twice that amount, they would have saved approximately \$840,000 in taxes.

Since the gasoline tax in this state is slightly over the average for all of the states, some part of this extra tax may be attributed to this fact, but it is fair to assume that the unsatisfactory condition of the state's roads has exacted the use of much more gasoline by Virginia car owners than would otherwise have been the case, with the resultant heavy cost to them. If the figures for the second six months of the year are the same as those for the first six months, the average Virginia motorist will have paid, in gasoline taxes, the sum of \$14.88, while the average throughout the United States is \$6.80.

Virginia ranked twenty-third among all of the states in the number of registered motor vehicles during the first half of this year. The size and population of the state entitle her to a higher rank than this, and failure to attain this high place is probably due to the same cause; to wit, unimproved roads.

Gasoline tax collections for the month of November to date total

\$346,396.02, an increase of \$21,000.91 over November, 1924, it was announced by Gov. E. Lee Trinkle.

STANDARD OIL FIGHTS

Hartford, Conn., Dec. 1.—Under the law passed by the legislature this year increasing the gasoline tax from one to two cents per gallon the Standard Oil Company of New York is required to pay a tax of about \$14,000 a year to the state on fuel which it uses but does not sell. However, former United States District Attorney Thomas J. Spellacy, counsel for Standard, claims this fuel is in interstate commerce, therefore the constitutionality of the law is questioned by the Standard. The company has withheld payment of the tax and the state treasurer has been requested to wait until the legal aspects of the case have been duly determined.

In the new gasoline law the tax is imposed as formerly on gasoline sold, but the word sold is followed by the words "or used," so that these two words really require Standard to pay on its own gas, used in its own motor trucks. Standard has paid the two cents tax on fuel to the state on fuel sold, but it has not paid the tax on the amount used in its own business.

State Treasurer Ernest E. Rogers has turned the matter over to Attorney General Frank E. Healy. It is said the state would lose about a half million a year if the matter should go through the courts, the law be declared unconstitutional, and a return of one cent necessitated. Meantime, the matter must be disposed of, and just in what manner it will be is awaited with interest.

OCTOBER COLLECTIONS HIGH

Columbia, S. C., Dec. 1.—A total of \$371,498.65 was collected during October from the 5-cent gasoline tax imposed in South Carolina, according to figures released by State Treasurer Carter. Of the total, three-fifths, or \$222,899.19, is given to the State Highway Department for highway development and the remainder, \$148,599.65, is given the counties for use on roads not in the state highway system.

Coming Automotive Events

NOVEMBER

26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

DECEMBER

1-8—Pernambuco, Brazil. Good Roads Conference.

3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.

5-16—Brussels, Belgium. Annual Automobile Show.

10—Indianapolis, Ind. Society of Automotive Engineers, meeting of the Indiana section.

15-16—Washington, D. C. Chamber of Commerce of the United States, national distribution conference.

7-20—Buenos Aires, Argentina. Eighth annual Argentine Auto Show.

JANUARY

—Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.

—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.

16-23—Philadelphia, Pa. Philadelphia Automobile Show.

9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.

11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.

11-16—Chicago. American Road Builders' Association Annual Convention.

11-16—New York City. National Automobile Show.

14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.

21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.

16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.

3-10—Philadelphia, Pa. Twenty-fifth Annual Automobile Show.

10-23—Cincinnati, Ohio. Automobile Show.

16-23—Milwaukee, Wis. Automobile Show.

16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.

18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show.

19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.

20-22—Detroit. National Society of Automotive Engineers, sixth annual meeting.

21-22—Detroit. Michigan Independent Oil Men's Association.

23-30—Montreal, Canada. Annual Motor Show.

23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, annual automobile show.

23-30—Cleveland, Ohio. Automobile Show.

23-30—Baltimore, Md. Twentieth Annual Automobile Show.

23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.

23-30—Brooklyn, N. Y. Fifteenth annual automobile show.

26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.

27—Detroit, Mich. Michigan Highway Association.

27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.

27-30—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.

30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Show.

Feb. 6—Washington, D. C. Automobile Show.

30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.

30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Show, Hotel Drake.

31-Feb. 6—Chicago, Ill. National Auto Show.

FEBRUARY

2-6—Denver, Colo. Denver Automobile Dealers' Association, annual show.

9—Springfield, Ill. Illinois Automobile Trade Association, annual convention.

6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.

6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest ern automobile show.

Financial News of the Automotive Industry

GASOLINE RISES IN NEW ENGLAND

Action of Standard Believed to Foreshadow Other Jumps

NEW YORK, Dec. 1.—An advance of one cent a gallon in the price of gasoline, put into effect today by the Standard Oil Company of New York throughout New England and New York state, excepting Greater New York, Long Island and Westchester, was believed to foreshadow further increases in various parts of the country.

This advance makes the wholesale price 17 cents and the retail price 20 cents, prices which have prevailed in the metropolitan district for some time. The advance is the first general rise in gasoline in the East since June, and the first change since August 27, when there was a reduction of one cent a gallon.

Effective today, it was learned yesterday, the Simms Petroleum Company will pay a premium of 10 cents a barrel for North Texas crude oil of 40 gravity and below and a premium of 5 cents a barrel for crude of more than 40 gravity.

Water encroachments in the wells of the Garber pool in Oklahoma, Wall Street learned, were having further effect on production there. Output of the shallow and deep sands in the Garber pool aggregated 55,000 barrels on Sunday, against 70,000 barrels a week ago, and 80,000 barrels at the recent peak. A few weeks ago oil men predicted that the Garber pool would be a 100,000-barrel producer, but the invasion of water there has completely changed the general situation in the Mid-Continent area. It is expected that a sharp drop in production will bring a firmer tone to prices.

The production of crude oil in California averaged 641,500 barrels daily last week, a drop of 4,500 barrels a day, compared with the 646,000 barrels of the previous seven days. These figures, however, were partly offset by the information that the Signal Hill field in California had been extended by the opening of a new well with an initial flow of 2,500 barrels.

Harvester Co. to Build More Buses

NEW YORK, Dec. 1.—That conditions abroad seem to be steadily improving and that the English people have developed a type of bus and truck that is more economical in the use of gasoline than the American buses and trucks are messages brought back from abroad by Alexander Legge, president of the International Harvester Company. "Our German business," he said, "is probably more than 60 per cent. of pre-war, and our average European business is probably more than 65 per cent. of pre-war," he said.

TO OUR READERS

The Automotive Daily News is prepared to furnish information concerning the financial position, earning power and dividend basis of companies in the automotive industry. It will not undertake, however, to advise prospective investors as to the merits of any particular security. Requests for information relating to the assets, income, yield on stock or bond issues, etc., should be addressed to the Financial Editor, Automotive Daily News, 25 City Hall Place, New York, N. Y.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net Change	
20	15	13	3	Advance Rumely	700	18 1/4	17 1/2	18 1/4	+ 1/4
62 1/4	10	8	3	Advance Rumely pf.	100	57 1/2	57 1/2	57 1/2	+ 1/4
15 1/2	10	8	3	Ajax Rubber	600	10 1/2	10 1/2	10 1/2	+ 1/4
95	71 1/2	6	3	Allis-Chalmers	1,100	88	87 1/2	88	- 1/2
54 1/2	26 1/2	22	3	Am. Bosch Magneto	5,500	38	31	32 1/2	+ 1/2
20	11 1/2	10	1	Brisson Mfg. Co.	1,000	18	15 1/2	15 1/2	+ 1/2
44 1/2	27	15	1.50	Chandler Motor	5,600	33 1/2	33	33	+ 1/2
52	27 1/2	3	1	Chrysler Corp.	3,900	45 1/2	43	45	+ 1/2
252	108 1/2	80	3	Chrysler Corp. pf.	15,400	190 1/2	185 1/2	188 1/2	+ 2 1/2
111 1/2	100 1/2	8	1	Chrysler Corp. pf.	10,000	180 1/2	178 1/2	180 1/2	+ 1/2
15 1/2	8 1/2	.80	1	Continental Motors	2,200	11 1/2	11 1/2	11 1/2	+ 1/2
48 1/2	21 1/2	2	1	Dodge Bros. pf.	14,000	40	39 1/2	39 1/2	- 1/2
91 1/2	73 1/2	7	1	Dodge Bros. pf.	1,100	86	85 1/2	85 1/2	- 1/2
28 1/2	10 1/2	2	1	Eaton Axle & Spring	1,000	25 1/2	25 1/2	25 1/2	+ 1/2
77	60 1/2	4	1	Electric Stor. Battery	2,000	76 1/2	76 1/2	76 1/2	+ 1/2
5 1/2	1 1/2	1	1	Emerson-Brant	600	2 1/2	2 1/2	2 1/2	+ 1/2
26 1/2	.8	1	1	Emerson-Brant pf.	200	22 1/2	22	22 1/2	+ 1/2
125	60 1/2	5	1	Fisher Body	5,600	98	95	95	- 3 1/2
28 1/2	10 1/2	.80	1	Fisk Rubber	15,400	22 1/2	21 1/2	22	+ 1/2
116 1/2	75 1/2	7	1	Gabriel Snubber	1,100	112 1/2	111	111	- 1 1/2
39 1/2	28 1/2	2.50	1	Gardner Motor	200	7 1/2	7 1/2	7 1/2	+ 1/2
149 1/2	64 1/2	12 1/2	1	General Motors	49,200	115 1/2	112 1/2	114	+ 1/2
114 1/2	102	7	1	Glidden Co.	1,200	113 1/2	113 1/2	113 1/2	+ 1/2
26 1/2	12 1/2	1	1	Goodrich	3,600	23	23	23	+ 1/2
14 1/2	3 1/2	1	1	Goodyear T. & R. pf.	1,000	108 1/2	108 1/2	108 1/2	+ 1/2
108 1/2	102	8	1	Goodyear T. & R. pf.	200	108 1/2	107 1/2	108 1/2	+ 1/2
49 1/2	30	3.50b	1	Goodyear T. & R. pf.	700	44	43 1/2	43 1/2	- 1/2
139 1/2	32 1/2	3	1	Hanson Wheel	25,600	99 1/2	96	98 1/2	+ 1/2
31	14 1/2	1	1	Hudson Motor Car	5,900	26	25 1/2	26	+ 1/2
24	13	.80	1	Indian Motorcycle	1,000	21	21	21	+ 1/2
65	35 1/2	3	1	Jordan Motor Car	600	45 1/2	45	45 1/2	+ 1/2
21 1/2	12 1/2	1	1	Kelly-Springfield	1,700	18 1/2	15 1/2	15 1/2	+ 1/2
74	41	1	1	Kelly-Springfield 88 pf.	500	65	65	65	+ 1/2
114 1/2	87	6	1	Kelsey Wheel	100	107	107	107	+ 1
3 1/2	1 1/2	1	1	Keystone T. & R.	800	2 1/2	2 1/2	2 1/2	+ 1/2
19	11 1/2	1	1	Lee Rubber & Tire	100	14 1/2	14 1/2	14 1/2	+ 1/2
242	117	6	1	Mack Trucks	18,600	215 1/2	209 1/2	211	+ 4 1/2
113	104	7	1	Mack Trucks 1st pf.	100	110 1/2	110 1/2	110 1/2	+ 1/2
106 1/2	99	7	1	Mack Trucks 2d pf.	100	106 1/2	106 1/2	106 1/2	+ 1/2
42	22 1/2	3	1	Mo-Motor	1,300	34 1/2	34	34	+ 1/2
44 1/2	40	3.60	1	Motometer A	1,200	42 1/2	41 1/2	41 1/2	+ 1/2
35	18	2	1	Motor Wheel Corp.	800	31 1/2	31 1/2	31 1/2	+ 1/2
21 1/2	13	1	1	Mulline Body	300	16	16	16	+ 1/2
107	102 1/2	2.40	1	Murray Body	12,000	17	13 1/2	14 1/2	+ 3 1/2
48 1/2	55	1	1	Packard Motor Car	1,100	105 1/2	105 1/2	105 1/2	+ 1/2
33	17 1/2	2	1	Packard Motor Car	2,100	33 1/2	38	38	+ 1/2
47 1/2	17 1/2	1.40	1	Paige-Detroit Motor	400	25 1/2	25 1/2	25 1/2	+ 1/2
100	42	1	1	Pierce-Arrow	6,400	36 1/2	34 1/2	35 1/2	+ 1
43	42	1	1	Pierce-Arrow pf.	100	89	89	89	+ 1
18	8	1	1	Priests Spring	1,100	10 1/2	10 1/2	10 1/2	+ 1/2
26 1/2	15 1/2	1	1	Spicer Mfg. Co.	300	25 1/2	26 1/2	26 1/2	+ 1/2
84 1/2	55	6b	1	Stewart-Warner Speed	5,900	55 1/2	54 1/2	54 1/2	+ 1/2
65 1/2	41 1/2	6b	1	Studebaker Co.	5,900	55 1/2	54 1/2	54 1/2	+ 1/2
89 1/2	37 1/2	4b	1	Tinker Roller Bear	1,500	54 1/2	53 1/2	54 1/2	+ 1/2
97 1/2	33 1/2	1	1	U. S. Rubber	44,000	90 1/2	88 1/2	89 1/2	+ 1/2
104 1/2	57 1/2	4	1	White Motors	4,300	84	82 1/2	83	+ 1/2
34 1/2	9 1/2	1	1	Willys-Overland	13,000	27 1/2	26 1/2	27	+ 1/2
119 1/2	72 1/2	7	1	Willys-Overland pf.	1,500	120	119 1/2	119 1/2	+ 1/2
48 1/2	22 1/2	.75	1	Yellow C. & T. B.	1,900	30 1/2	29 1/2	30	+ 1/2

Sales	High	Low	Last	CHICAGO	100	Hall Lamp	Bid	Asked
175	Auburn Auto	48 1/2	48 1/2	Chrysler Corp. W.	7,200	48 1/2	46 5/8	47 5/8
260	Hendix Corp.	32 1/2	32 1/2	Cleveland Motors	4,300	29	28 1/2	29
150	Hupp Motor	25 1/2	25 1/2	Detroit Motors	1,700	12 1/2	12 1/2	12 1/2
250	Reo Motor	24 1/2	24 1/2	Electric Auto-Lite	1,400	77 1/2	76 1/2	77
1900	Stewart-Warner	75 1/2	75 1/2	Fageol Motor	100	10 1/2	10 1/2	10 1/2
800	Yel. T. & C. B.	30	29 1/2	Federal Motor Trucks	100	38 1/2	36 1/2	36 1/2
45	Yel. T. & C. B.	94	94	Ford Motor of Canada	20	64 1/2	64 1/2	64 1/2
330	Yellow Taxi	49 1/2	49 1/2	Franklin Mfg.	300	51 1/2	51 1/2	51 1/2
200	C. G. Spring	9 1/2	9 1/2	Intercon. Rubber	11,500	36 1/2	35 1/2	35 1/2
1900	Edmund & Jones	31	31	Miller Rubber, new	700	44 1/2	43 1/2	44 1/2
100				Reo Motor	2,600	24 1/2	21 1/2	21 1/2
				Rickenbacker Motor	1,300	8	8	8
				Stutz Motor Car.	600	19 1/2	19	19 1/2

STANDARDIZATION REPORT READY

Cleveland, Dec. 1.—Reports of the standardization committee of the Automotive Electric Association on the association's new headlight standardization booklet and on the standardization of electric equipment for motor coaches will be submitted at a meeting of the committee to be held at the Old Colony Club, Cleveland, Wednesday, according to announcement today by Earl Turner, association manager.

The reports, however, are not to be made public until January 11 or later, Turner said, because it will be necessary for the association directors to review and approve the reports.

Burns Dick, chief engineer of the Wagner Electric Company, St. Louis, is chairman of the committee. Among his associates are: C. F. Glechrist, chief engineer of the Electric Auto Lite Company, Toledo; F. H. Prescott, chief engineer of the Remy Electric Company, Anderson, Ill.; W. P. Loudon, assistant chief engineer of the Dayton Engineering Laboratories Company, Dayton, O., and T. L. Lee, chief engineer of the Northeast Electric Company, Rochester, N. Y.

TO OUR READERS

We have installed a service department, the duty of which it will be to answer all inquiries from our dealer readers regarding the purchase, installation or operation of all types of shop equipment. We ask our readers to take advantage of this service and to write us fully regarding their shop problems. Address, Service Editor, Automotive Daily News, 25 City Hall Place, New York, N. Y.

OLYMPIC TO PRODUCE GAS AND REFINED OILS

Seattle, Wash., Dec. 1 (U. T. P. S.)—Arrangements for the production of gasoline and refined oils by the middle of December are being made by the officials of the new Olympic Calpet Refining Company, which is establishing a new industrial plant in this city. The output planned will be approximately 1,000,000 gallons per month.

BUILDING ADDITION

Buffalo, N. Y., Dec. 1.—The Standard Oil Company of New York will build a \$100,000 addition to its garage at Elk and Gorham Streets, this city. The present garage is a five-story building, and the addition will give it an additional 100 feet of frontage on Gorham Street.

Fremont Metal to Rebuild at Once

Fremont, O., Dec. 1.—Officials of the Fremont Metal Body Company, manufacturers of motor bus bodies, announces that the company's plant, which was destroyed November 27 by fire, will be rebuilt at once. The fire caused damage exceeding \$75,000, entirely covered by insurance.

Besides the factory, in which new machinery was recently installed and which contained ten motor truck chassis, some 50,000 feet of lumber used in making truck bodies was destroyed.

The company, organized four years ago, had been enjoying good business. The company's capitalization was recently increased from \$50,000 to \$150,000.

SELL OIL LEASES

Lisbon, O., Dec. 1.—Eleven oil leases totaling 251 acres of land in Knox township have been sold by J. M. Davidson to H. M. Dinger, it is announced. It is also announced that G. W. Barricklow, who held leases on 333 acres in Fairfield township, has disposed of these holdings to the Cambria Oil and Gas Company.

British Featuring English Bodies on American Cars

London, Dec. 1 (U. T. P. S.)—The Englishman resents anything which makes him conspicuous, or which has a suggestion of the bizarre, and in order to more nearly meet British requirements some of the importers of motor cars are now content to import chassis only, and have bodies fitted which meet with British ideas and requirements.

Especially is this important at the present time when a "Buy British" movement is being fostered by everybody in this country from the government downwards.

The latest Ford developments are in this direction.

The London distributors of the Chrysler Eustace Watkins, Ltd., of New Bond Street, are now making a feature in their advertising of British bodies.

FIRE DAMAGES PLANT OF BEANS SPRING CO.

Massillon, O., Dec. 1.—Fire at the plant of the Beans Spring Company, manufacturers of auto springs and bumpers, did considerable damage, according to officials. Repairs have been made and operations have been resumed.

TO SELL ACCESSORIES

East St. Louis, Ill., Dec. 1.—E. P. Spalding, V. W. Overby and E. A. Thomas have formed a company to be known as the Associated Motorists, and will distribute accessories and supplies for motor vehicles. A store has been opened in the Metropolitan Building.

LEAFLESS AUTO SPRING

Camden, N. J., Dec. 1 (U. T. P. S.)—A patent covering a leafless auto spring has been granted to Charles H. Buckler of this city. He is preparing to market the product, which, he contends, will render balloon tires, shock absorbers and present leaf springs unnecessary.

NEW RADIATOR SUPPORT

New Haven, Conn., Dec. 1.—C. Bracale, assignor to the G. & O. Manufacturing Company, radiator manufacturers of this city, today received a patent for a new type of radiator support.

MOTORS DRIVE OUT HORSES

Portland, Ore., Dec. 1 (U. T. P. S.)—Only one vehicle out of every 400 passing over the highways of Oregon is horse-drawn, according to a survey conducted by the state highway department. The survey covered 191 points on 34 different highways in every section of the state.

Accessory News

OZBURN-ABSTON BANQUET

Memphis, Tenn., Dec. 1.—On Thanksgiving evening a banquet was given at the Claridge Hotel here by the Ozburn-Abston Company, which now has thirty-five members. A. B. Hill is president. Some 200 employees, relatives and friends were present. Those in charge of arrangements were Mrs. O. E. Bowers, Nate Cawthorn, R. Paul, H. Skinner and Coy Hart.

BUSINESS GOOD

Ney, O., Dec. 1.—The Defiance Spark Plug Company reports good business for 1925. The company manufactures spark plugs for jobbers or wholesalers under the name of the purchaser.

ADD RADIO LINE

Tacoma, Wash., Dec. 1 (U. T. P. S.)—The following automobile concerns have recently added the Matched-Unit radio instruments and accessories manufactured by Stewart-Warner Speedometer Corporation, which will be handled in addition to their automobile business: Manely Motor Company and Nielsen & Hansen.

IN BANKRUPTCY

Washington, Dec. 1.—The McCurdy Auto Accessories Company has filed a petition in voluntary bankruptcy. Assets are listed as \$2,800 and liabilities at \$15,695. The petition for the company was filed by Attorney Ross H. Snyder.



Conspicuous Good Taste

Persons who drive Rickenbackers find themselves conspicuous among motorists.

They are constantly answering questions about their cars.

Seems as if all friends and acquaintances are consumed with curiosity about the several distinctive features of this car.

Not a few express frank envy of the possession of this beautiful thing.

"I am always demonstrating my car to some friends" says one Rickerbacker owner.

"I admit I get as much of a thrill out of each demonstration as does the other fellow."

"It is surprising how little real knowledge and how much misinformation there is extant with regard to 4-wheel brakes, for example."

"One ride—and the prospect is sold once and for all."

There's a lot of satisfaction in knowing that your judgment and your taste in the selection of an automobile is endorsed and complimented by everyone who sees you in your car.

When you do go into this matter of motor car superiority far enough—and select a Rickenbacker as you certainly will—you suddenly find yourself conspicuous for your good taste.

RICKENBACKER MOTOR COMPANY
DETROIT, MICHIGAN

Famous "Six" Prices

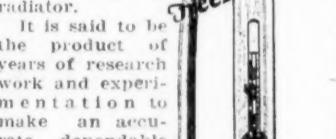
Phaeton	-	\$1495
Brougham	-	1595
Roadster	-	1595
Coupe-Roadster	-	1695
Sedan	-	1795
De Luxe Coupe	-	1995

f. o. b. factory plus war tax



Vertical "Eight" Prices

Phaeton	-	\$1995
Brougham	-	1995
Roadster	-	1995
Coupe-Roadster	-	2095
Sedan	-	2195
De Luxe Coupe	-	2320



It is said to be the product of years of research work and experimentation to make an accurate, dependable tester, and it tells in a moment's time just how much alcohol to mix with the water to keep the solution from freezing.

The bulb is of pure red rubber that, it is claimed, will not crack from the cold. The instrument is made with an extra large capacity and the tip is molded of semi-flexible rubber. The float is plainly calibrated and is equipped with prongs to keep it in an upright position.

The "Break-not" principle, applied to other instruments in the Edelmann line, acts to protect the Freez-Meter jar from breakage. Each tester is packed in an individual metal-top mailing tube.

Price, \$1.

NEW SNOW PLOW

Racine, Wis., Dec. 1.—Wallace F. MacGregor, an employee of the Case Threshing Machine Company, has been granted a patent for his invention of a machine that may be used as a snow plow. The company has constructed several models of the machine and its first test is expected during this winter.

Dealers Concentrating on Christmas Accessories

CHARLOTTE, N. C., Dec. 1.—With the Christmas buying season well under way, the situation in the automobile accessories trade may be summarized as follows:

For the jobbers: Merchandise is moving steadily and it is difficult to designate any particular line as a leader.

For the retailers: The accessories which are particularly desirable for their value in increasing the comfort of winter motoring are in brisk demand, but trade generally is well distributed over the stocks.

Accessories retailers have received substantial shipments of their Christmas stocks and are preparing to emphasize the idea of buying accessories as gifts. The lines which are being pushed as desirable for gifts include robes, vases, emblems, motometers and windshield wipers. Batteries, tools, spark plugs and light bulbs are being sold in much larger volume than a few weeks ago, this sharp increase being attributed largely to the motoring conditions brought about by the cold weather.

Wholesalers are enjoying a profitable business, and the volume is holding up well. No difficulty is being experienced in replenishing their stocks, and shipments to retailers are being made promptly. While the retailers are enjoying a brisk trade in the less bulky articles, the jobbers appear to be impressed with the demand for the items of shop equipment, which, holding up well, is reflecting the general prosperity of the garages and repairmen. Bumpers and snubbers are in good demand, this being in part in consequence of the heavy demand for new cars.

There is nothing flashy or spectacular about the accessories trade in this territory at this time, but the demand is of the nature that may be easily and profitably filled. That applies both to the jobbers and the retailers. The jobbers are maintaining full forces of salesmen and are pushing sales as well as encouraging the retailers to drive hard while the Christmas spirit is abroad in the land.

The year that is drawing to a close has been about what the leading jobbers consider normal for this territory. The increase over last year has been substantial, according to reports, but sales expenses also have shown some increases and prices, in some instances, have been shaved closer to meet retailers' conditions. As a whole, however, the year has been one of steady flow of merchandise through the jobbers' hands. For the retailer the year has been marked by a definite and important increase in competition from new car dealers, many of whom have given close attention to their limited accessories lines this year for the first time.

Dealers Push Winter Accessories in Newark

Newark, N. J., Dec. 1.—Local automobile accessory dealers are taking large space in the newspapers as a part of an extensive advertising campaign to urge the motoring public to purchase their motoring accessories now, before the bad weather sets in.

These same accessory dealers have also entered whole-heartedly into the "give something for the car for Christmas" campaign, now under way. Dealers are exhibiting posters bearing this slogan in their windows in conjunction with appropriate displays.

Slight Slump in Accessory Sales

Concord, N. H., Dec. 1.—Retail sales of accessories in this city were not quite as heavy as last week, there being a slight dropping off in the gross volume. Kantsquel brake dressing, Con-

Replacement Parts

EXCELSIOR GEARS

Silent timing gears, made of Celoron, are being manufactured for replacement purposes by the Springfield Manufacturing Company, Springfield, O.

Celoron is claimed to be practically indestructible and its principal characteristics are given as: unusual strength, resiliency, toughness, silence and imperviousness to changes in temperature.

The gears are correctly designed and carefully made to manufacturers' specifications. They do not warp or swell, they absorb shocks, and are said to lessen wear on mating gears and bearings.



TO MANUFACTURE NEW GARAGE DOOR OPENER

Quincy, Ill., Dec. 1.—The Upright Gate Company has been launched here to manufacture and deal in a new garage door opener and upright opening gate. Herman H. Heidbreder of the Central Pattern Company, A. R. Bush, C. Lawrence Wells of the Gem City Motor Car Company, and John E. W. Fogel, inventor of the garage opener, head the company.

PLANS HUGE GARAGE

Aurora, Ill., Dec. 1.—Harry M. Coats has let the contract for a huge garage west of the public library building, in which 400 automobiles can be stored. He has purchased a tract of land with a frontage of 275 feet and a depth of 260 feet, paying \$60,000. He estimates the cost of the building will be \$225,000.

Portland, Ore., Dec. 1.—Construction work on a \$40,000 garage building to be erected on 16th Street, between Washington and Alder, has begun. The building is to be occupied by Cook & Gill, Oregon distributors for the Paige and Jewett automobiles.

LOVER TOP PLANS 10,000 OUTPUT

Buffalo, N. Y., Dec. 1.—The Lover Top and Converter Company of this city, manufacturer of Ever Ready tops for various grades of cars, plans to double its production in 1926 and purchases are being made on a basis of twice 1925 requirements.

Expectations for 1926 are 10,000 Ever Ready sedan tops, and the factory at Buffalo is being equipped with the necessary additional machinery to meet this demand.

To bring about this increase, the company is planning to establish branches in the principal cities of the East during 1926. At the present time dealerships are scattered through New York state, with two in Ohio and one other in Pennsylvania.

An interesting development of the Lover company's business has been its sales to automobile distributors and used car salesrooms. In October about 500 tops were sold in this way.

The BUICK Franchise means Exclusive Selling Facts

Real Sedans at coach prices . . . 75 horsepower . . . "Sealed Chassis" . . . "Triple Sealed" engine . . . extra interior roominess . . . new beauty of interior and exterior design . . . easier starting . . . easier steering . . . lowest time payment plan.

the Better BUICK

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Division of General Motors Corporation

Pioneer Builders of Valve-in-Head Motor Cars

Branches in All Principal Cities—Dealers Everywhere

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Reduction of Tire Sizes Urged by Gov. Official

By RAY M. HUDSON

Chief of the Division of Simplified Practice, United States Department of Commerce
WASHINGTON, Dec. 1.—Tire dealers of the country have the important job of supplying the needs of 18,000,000 motorists and unless they can get quality goods at prices which permit a fair profit to themselves they might as well close their doors and use their money for some other purpose.

Every retail merchant has a certain amount of capital to invest in merchandise. Whether he makes a profit depends on the merchandise being sold and the frequency with which he can turn over his stocks.

In the tire field it is indicated in communications we receive that there is a vast amount of confusion of sizes and differences which are trivial, but which add greatly to the cost of maintaining a complete tire stock.

The problem of shrinking profits has been an acute one in many industries since the close of the war, and it is a striking fact that the National Hardware Association discovered among its members that an average net profit was made on each \$100 of sales of only 44 cents.

In other words, their net profit was about one-half of 1 per cent. of the business done. Ordinarily there is not much kick in "one-half of 1 per cent." but in this case there was a big kick by the hardware men over the small return for their year's work, which may serve as an example for the tire dealers of the country.

Hardware dealers found their greatest trouble in too many varieties of every day articles. For example, they found single-bit axes offered in thirty-four models, four grades, thirty-five brands, eleven finishes and nineteen sizes.

The total varieties of the thirty-four types actually purchasable were 6,118. This same difficulty existed in many other lines carried. They started to clean house, to wipe out the slow-moving goods that stay on the shelf that gathered dust rather than dollars.

The hardware industry is not the sole example of this sort of action. The railway industry, one of the greatest businesses on earth, found that it cost 25 per cent. of the value of railway supply stocks to maintain its stores. One road released \$18,000,000 through eliminating surplus items in its supply list. The sum thus realized became available for more vital uses.

One large garage company simplified its equipment to one make of motor trucks and one make of passenger cars. Consequently, it cut its stock of supplies from 20,000 to 5,000, reduced the varieties of tires, oils, greases and cut its cost 2 cents per mile in 1922 under the cost of 1921—and without lowering its drivers' pay.

I could cite you many instances of saving from this simplification work. They run into \$100,000,000 for the manufacturers, the distributors and the consumers. Simplification ranks among the ten most important factors in business management, whether manufacturing or merchandising.

Our experience shows that in almost any business 80 per cent. of the demand comes from 20 per cent. of the varieties offered. If this is the case in the tire business—and I see no reason why the tire business should be marked exception—why continue to carry that 80 per cent. of variety to satisfy the needs of your total business? Why penalize the majority of your customers by trying to cater too closely to the minority?

Some one may say: "But the tire manufacturers and car builders control the situation." If you should ask them why they make certain things they'll tell you, as manufacturers often tell us, "We only make the things the trade demands." Why not take them at their word and exert your collective strength for tire simplification?

We have many evidences that

Balloons Used in South Africa

Johannesburg, British S. A., Dec. 1 (U. T. P. S.)—South Africa is a difficult country to introduce anything new to, chiefly on account of the reluctance of its people to give up tried methods. When balloon tires were first mentioned, some three years ago, there were many who said that the low-pressure casing would never work in South Africa.

Now nearly all the new car arrivals are fitted with balloons and it is estimated that sales of interchangeable low-pressure tires are approximately one-third of the total. In the towns the transition is almost complete, but in the country there is still some opposition to the new type.

It is claimed, especially by farmers in the bushveld districts of the Transvaal, that the balloons stand up well for three or four thousand miles and then start to give a great deal of trouble. The bush is mostly of a thorny kind and on the roads many thorns get strewn. These, it is said, penetrate the balloon tires much more easily than the high pressures.

However, country dealers are demanding more and more low-pressure sizes, and with the growing number of cars with original balloon equipment, high pressures are gradually losing out. The fabric tires have completely disappeared, except in the 30x3 1/2-inch sizes. Cord high pressures hold the market with balloons.

Columbia Tires Have Good Sales

Portland, Ore., Dec. 1 (U. T. P. S.)—Sales of the Columbia Tire Corporation for the month of October, 1925, were greater than for any other single month in the history of the concern, according to announcement made by Alfred A. Aya, vice-president and general sales manager.

"Since we began making full balloon tires early this year we have not been obliged to make a single adjustment," declared R. H. Brown, factory superintendent of the corporation.

"Such a record is the result of the preliminary work done by our engineers before the full balloon tire was actually placed on the market."

GEORGIA COLLECTIONS HIGH

Atlanta, Ga., Dec. 1 (U. T. P. S.)—Total collections for automobile license tags sold in the state of Georgia so far this year have reached an unprecedented total of approximately \$3,000,000, exceeding by nearly half a million dollars the largest previous year in the history of the state, according to officials of the Georgia Motor Vehicle Department.

many car manufacturers, parts manufacturers, tire manufacturers and others believe that the time is ripe to take this problem in hand and sit around the table, considering each other's problems and adopting a program of reduction which will not only affect your interest and those of the manufacturers, but will greatly relieve a large proportion of the 18,000,000 motorists in this country of ours.

Note—The above article gives the high lights of Mr. Hudson's address before the National Tire Dealers' Association Convention in St. Louis.

Tire Dealers Generally Optimistic in Spite of Slump

MINNEAPOLIS, Dec. 1.—Speculative buying of automobile and truck tires by dealers and wholesalers is virtually nil in Minneapolis, men close to the business report. As sales executives of the B. F. Rubber Company express it, "You might say dealers are buying from price raise to price raise."

Dealers who overstocked during the summer in anticipation of price raises and then held off from new buying have stripped their shelves and today they only buy quantities sufficient to supply the immediate demand.

Announcements made here of advances in prices to manufacturers by companies including the Goodyear, United States, Goodrich, Firestone, Miller, Fiske and Ajax caused very little difference in buying.

Although advances totaling 60 per cent. have been made since May in the price of tires to dealers, general tire business of the district is holding about the same as last year, in the opinion of some men close to the trade. It is pointed out that the operation of fewer companies in the field has left more business for those remaining. Business was quiet last week.

WACO

Waco, Tex., Dec. 1.—Varied reports came from local tire dealers last week, but on the whole the situation was reported as being under normal in the sales end of the business. Sales dropped behind the total for the week preceding.

Some distributors report balloon sales as high as 50 per cent. of their entire volume, while others estimate such sales at only 15 per cent. of their total trade.

"Balloons are constantly growing in popularity in this section," declared J. W. McGlasson of the McGlasson Tire Company. "While our sales right now are light, I believe that balloon tires will constitute 50 or 60 per cent. of the total next spring. As it is we only get to sell an extra, for these new cars, as they are equipped with balloons."

Reports of tire sales ranged from good to half what it was this time last year, depending on the dealer and the make of the tire. High rubber prices and

the poor central Texas cotton crop are the factors blamed for the slump in tire sales at this time.

ROCHESTER

Rochester, Dec. 1.—Tire distributors here are finding the retail market rather slow. Dealers are buying with caution because of the uncertainty of the rubber market. Stocks are low at present.

Phil Hoffman, president of the New York Auto and Tire Supply Company, Kelly-Springfield distributor, says that many firms stocked up with tires before the last price advance. Sales this year have been way in excess of the same period last year, he says. Fifty per cent. of their sales are balloon tires.

Harry Frank, manager of the Frank-Byrne Corporation, Miller distributor, says that dealers have very little stock on hand. Used tires are in great demand, and about one-third of their sales are balloon tires.

Elmer Raithel, president of the Raithel Auto Supply Company, India Tire distributor, reports a fair business. The used tire market is very brisk because of the rise in new tire prices, he finds.

BOSTON

Boston, Dec. 1 (U. T. P. S.)—Business picked up last week in tires for both truck and passenger vehicles. The one certain effect of the high price of tires now seems to be that dealers will have to resort to the deferred payment plan in merchandising them.

In order to stimulate the sale of balloon tires and at the same time explain the high tire prices several dealers have circularized their trade with letters pertaining to the crude rubber situation.

Balloon tires are holding their own just now and 45 per cent. of the sales may be said to be balloon tires, according to a canvass of several large firms. This includes trucks. The aversion to using balloons under chains is being overcome.

Local made Hood Arrow tires are selling very well. So are Fiske, General Cord, United States and other popular brands under the stimulus of advertising. The General Tire Company has announced that it will make an allowance on General Cord tires on new Generals. They are

attracting business under this trade-in plan.

Nearly all of the tire companies here, manufacturers, dealers and jobbers, and those in any way connected with the rubber industry, will be represented at the Rubber Centenary dinner on Monday evening, December 7, at the Chamber of Commerce Building. This dinner will mark the one hundredth anniversary of the pioneer American rubber manufacturer, Thomas A. Wales, who started in Boston in 1825. A tribute will also be paid at this dinner to Charles Goodyear, who fourteen years later developed the vulcanizing process at his shop in Woburn, fifteen miles from here.

COLUMBUS

Columbus, O., Dec. 1 (U. T. P. S.)—The tire situation in Columbus, since the recent increases, has tended to slacken retail business. On the other hand commercial business has not been affected and probably will not be for some time to come, according to reports received from several dealers who do a large commercial business.

Comparing the past week with the previous week, no change has been noticed in sales, it was reported. Most dealers claim their sales are about equal to those of the week before. Comparing the month's business with that of November, 1924, an increase of 25 per cent. has been noticed.

Sales at present are about equally divided between balloon tires and high pressure pneumatics. Tubes are selling at a ratio of three to every casing.

In spite of numerous increases, stocks are only normal at this time.

EVANSVILLE

Evansville, Ind., Dec. 1.—In the face of a falling off in sales of about \$2,000, as reported by nine of eleven tire distributors for the week ended November 21, opinion is divided as to the prospects for the remainder of the fall season. Nine distributors reported total sales for last week at \$26,100, as compared with \$27,785 for the preceding week.

The total does not cover individual conditions, as five of the nine distributors showed a marked gain or ability to keep the level of the preceding week. Six of the eleven distributors reporting showed gains of from 10 to 50 per cent. over this period of 1924.

"To You, Mr. Garage Owner And Accessory Dealer"

You can use the Automotive Daily News at a profit in your business. Every day it will bring to you the very latest accessory, tire and battery information and service. Wholesale and retail sales helps. In fact, all the news of the automotive industry WHILE IT IS NEWS—not weeks or months later, when its timely value is lost.

Are YOU Using It?

In these days of keen competition, you owe it to yourself and your business to read the Automotive Daily News. With representatives in all parts of the country working for your interests, the Automotive Daily News offers you the best possible service and helps. Are you using it? Why not join now with thousands who start the day right by reading the Automotive Daily News?

Automotive Daily News,
1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below.

[] 1 year at \$12.00
[] 6 months at 6.00
[] 3 months at 3.00

I enclose \$..... or I will send \$..... upon receipt of bill.

Name.....

Street.....

City..... State.....

Connection with industry.....

Texas Bus Owners Want An Elective Commission

DALLAS, Texas, Dec. 1.—Bus owners of Texas favor the creation of an elective state commission to regulate the operation of motor buses on the highways.

They will go to the Supreme Court of the state if necessary to avoid regulation by the State Railroad Commission, according to resolutions adopted by the Southern Bus Owners' Association in convention here.

Adoption of the resolutions followed a prolonged discussion of the situation created by a recent opinion of the attorney general, who held that motor bus lines that carry papers, packages and bundles for pay are subject to regulation by the Railroad Commission. The statute upon which the attorney-general based his opinion was adopted in 1897, and the bus men point out that at that time motor buses were not even manufactured and by no stretch of the imagination can the law be construed to apply to bus transportation.

It was charged by the bus owners that the attempt to have the railroad commission regulate buses is inspired by the rail lines and the principal objection to control by that body is the belief that a single regulatory body cannot fairly govern two competing transportation agencies. Regulation by the State Highway Commission also will be vigorously opposed.

Other resolutions were adopted by the association seeking to standardize and stabilize the bus business in Texas by the employment of qualified drivers, the adherence to a published schedule and rates and the upkeep of the motor vehicles.

Establishment of executive offices in Dallas with Clarence T. English as executive secretary was authorized and the association will embark immediately upon a program of expansion. John H. Awtry is general counsel. The association has applications for 300 memberships. The membership is limited to large bus line operators.

The convention was opened with a parade through the streets of Dallas with an old-time stage coach, reminiscent of the early days of highway transportation. It led the modern motor buses, which represented the highest type of present-day highway transportation.

Buses to Succeed Boise Street Cars

Boise, Ida., Dec. 1.—The Boise Street Car Company will quit operation about May 1 and will be replaced by motor bus transportation. This announcement was made to the city council by W. E. Pierce, president of the company, who is seeking a bus franchise. W. E. Young of the Linton Transportation Company, Astoria, Ore., also wants a franchise.

Pierce's statement was definite and unequivocal. The company finds it is barely able to make ends meet and is merely seeking a chance to salvage what it can, he declared. He finds the future of city transportation linked up with the automobile, he declared, and wants to be in line with progress.

In his application for a franchise Pierce charged that Young was trying to discriminate against a certain bus in his proposed franchise terms, which he submitted to the council for its approval. Under the city charter the city specifies terms of the franchise, which then must be put up for bidding and awarded to the highest offer.

Pierce also told the council he thought it would be but a question of months before the Boise Valley Traction Company, which operates the city's other street car line, would discontinue its city lines, and asked the privilege of putting on cars on the Boise Valley Company's routes also.

OPENS NEW BRANCH

Evansville, Ind., Dec. 1.—The Evansville Auto Parts Company, distributor of automobile parts, has opened a distributive branch at 214 North 7th St., Vincennes, Ind.

TRUCK SALES IN K. C. STILL GOOD

Kansas City, Dec. 1.—A strong demand for light trucks was reported by dealers in the closing days of November.

J. S. Rice, sales manager of the E. C. Welch Motor Company, Ford dealer, said sales of the one-ton Ford truck have been especially heavy the last few weeks, with the lighter Ford truck also being in good demand.

The demand for the Dodge-Graham truck has been good throughout November, George S. Ware, manager of sales promotion of the Butler Motor Company, distributor, reports. "We are having a fine business on these trucks now," Ware said.

G. M. Heinrich, sales manager of the Dahl-Chevrolet Motor Company, declares they are unable to keep enough Chevrolet trucks to supply the demand.

Irwin Holzmark of the Holzmark Motor Company says the sale of the Overland-Spud truck has been good this fall. "We do not maintain a truck sales department and the number of sales on the Overland-Spud is excellent when you consider this fact," Holzmark said.

Sales on the Eto speed wagon and the Reo two-ton heavy duty truck have been showing a rapid increase in Kansas City this fall, according to Harry C. Miller, sales manager of the Reo Motor Company of Missouri, Reo factory branch. "We can sell the speed wagons by telephone as fast as we can obtain them, with the demand for the heavy duty trucks also strong," Miller said.

Some dealers in heavy trucks, however, are declaring that sales are slow, but that the outlook is good.

The factory branch of the White company reports a quickening of sales recently. "We are greatly pleased with the turn of business and the bright outlook," a member of the organization said.

Paul Wagner of the Indiana Truck Company says sales continue to exceed deliveries. "We received five heavy service trucks, all of which are sold and will be delivered at once," Wagner said. "The outlook is very encouraging."

W. J. McGlynn, manager of the commercial truck department of the factory branch of the American-La France Fire Engine Company, says sales this month have been slow, but that prospects are good. "We have several sales that are 'hanging fire,' that, if closed, will make this a fairly good month," according to McGlynn.

V. D. Waltemere of the General Motors Truck Corporation of Kansas City says sales have been very slow, but that the prospects now are somewhat better.

M. W. Cline, manager of the Coward-Dart Company, dealers in Dart and Garford trucks, reports sales moving along at about an even pace. "We are having a reasonable number of sales when everything is considered," Cline said.

DUBUQUE

Dubuque, Ia., Dec. 1.—Truck sales locally this fall have been seasonably light. Partial suspension of contract work has removed from use many trucks, and contractors who will be in the market for trucks before the spring building season opens are delaying their purchases until after the first of the year.

Compared with last year, however, the sale of trucks has been at a normal level. The class most in demand this fall has been mercantile delivery trucks of light to medium weights.

Fageol Co. Opens Branch in K. C.

Kansas City, Dec. 1.—The Fageol Company has taken a three-year lease on a building at 1414 McGee Trafficway, and will open a factory branch here at once. The factory branch will handle sales, service and parts for the Fageol Safety Coach, manufactured in Kent, Ohio, and Oakland, Cal. T. M. Vashbinder is manager. He comes from Cleveland, Ohio.

Rapid shipments of parts to operators of Fageol buses in this territory will be the duties of the Kansas City branch. The influence of good roads on the operation of bus lines in this territory was a factor in the location of the factory branch here, according to Vashbinder.

SALES POLICY AID TO GODFREDSON TRUCK CO.

Cleveland, Dec. 1.—Excellent gains in business, due to the pursuit of a conservative policy in sales, has resulted in the leasing by the Godfredson Corporation, truck division, of new enlarged salesrooms in Cleveland, it was announced here.

For the last two years sales offices of the truck division were located in connection with the plant of the body division.

"Business is 50 per cent. better than last year," Miler explained.

Pickwick Co. in Cal. Plans to Issue Bonds

San Francisco, Dec. 1 (U. T. P. S.)—Application for what is said to be the largest piece of financing ever undertaken by a California stage company was filed with the railroad commission recently by the Pickwick Stages System. Stating that it had expended \$600,000 for equipment, the stage company petitioned the commission to approve the issuance of \$300,000 worth of equipment trust certificates of \$1,000 denomination and the issuance of \$325,000 worth of capital stock.

STANDARD TRUCK PARTS PROVE CONVENIENCE

Clintonville, Wis., Dec. 1.—Standardization of trucks so there is no confusing list of models means much when it comes to offering service to owners after their machines are purchased, according to the experience of the Four Wheel Drive Auto Company of this city.

During the last two years a policy of this kind has been followed, with the result that out of 18,784 orders received for spare parts, only fifty-six instances have been found where the wrong part was requested. This reduces the percentage of errors to almost nothing. It is not necessary to use complicated reference books when some part is needed for a truck.

New Taxicab Merger in S. F.

San Francisco, Dec. 1 (U. T. P. S.)—The third large merger of taxicab companies in San Francisco in three years has been completed. The Yellow Cab Company and the Checker Cab Company have consolidated their holdings under a new corporation with a capital stock of \$4,000,000, which will be known as the Yellow and Checker Cab Company.

Three years ago the Yellow Cab absorbed the business of the Black and White Cab Company. Last year the Checker Cab Company took over the Red Top Cab Company's business. The new merger places 347 cabs in San Francisco under the same management.

The directors of the new company are listed as S. L. Mackey, L. C. Christy and H. Kennedy of Wilmington, Del. F. E. Simons is the local representative.

TRUCKS REPLACE HORSES

Cleveland, Dec. 1.—The last horses in the service of the municipal department of public utilities here are being retired in favor of motor trucks. Motorization of the department is being completed with the purchase of two new White trucks, bringing the Cleveland municipal fleet up to a total of 206 Whites. One of the new trucks, a two-and-a-half-ton model 51, will be used by the waterworks division, and the other, a model 40 of three-ton capacity, will work for the division of light and power.



To the Automobile Dealers of America

THROUGH the Oakland Division, General Motors will shortly announce an entirely new six-cylinder automobile of tremendously broad appeal.

This newest member of a famous family will be the fruit of the resources, engineering skill and manufacturing experience gained by General Motors in more than seventeen years of leadership.

It will combine elements of appearance, performance, and engineering design which will win for it immediate public acceptance. Its price will be such as to have a nation-wide appeal.

It will be built by Oakland and distributed as companion to the present Oakland Six under a double franchise that promises to become one of the most profitable in the industry.

The new car will be displayed at the principal automobile shows.

Every automobile dealer in America—regardless of size, location or present affiliation—is invited to write at once for complete details. Address Oakland Motor Car Company, Pontiac, Mich.

General Motors' New Six

~ distinctly new and unusual in appearance performance and price

Commerce Dept. Services Prove Aid to Exporters

Special from A. D. N. Washington Bureau

Washington, Dec. 1.—The growing scope and value of the work of the Bureau of Foreign and Domestic Commerce of the Department of Commerce to the automotive and rubber industries of the country are stressed by the number of services that the bureau has been called upon to perform for American manufacturers and exporters, according to the annual report of Dr. Julius Klein, director of the bureau.

In the last fiscal year the department furnished service to automotive interests in 181,606 instances as against 105,459 in 1924, \$6,232 in 1923, and 17,674 in 1922. Services performed for the rubber industry increased from 4,114 in 1923 to 21,208 in 1925, the report states.

Dr. Klein calls attention to the "dollars and cents" trade opportunities furnished by the department and published weekly in the *Automotive Daily News*.

An automotive firm in New York state wrote that "solely by correspondence, and depending entirely upon names chosen from Department of Commerce lists, we have opened 156 accounts since the early months of 1923."

"A Buenos Aires company expresses itself as greatly pleased with the results obtained in handling a certain make of American car," the report states. "This agency was secured for the American company through the intervention of an assistant trade commissioner on the bureau's staff in Argentina, and it represents a turnover, for the first year's business, of about \$120,000 United States currency. Sales during the first nine months comprised seventy-two cars. This is only one of a number of actual connections made by the Buenos Aires office for American manufacturers during the past year. As a result of the combined activities of this office and of the automotive division at Washington, orders were placed by the city of Buenos Aires with six different American motor car manufacturers for cars (including

eighty trucks) valued at \$408,057. "Here, then, in a single foreign city and in one line of American merchandise, the sales directly attributable to the bureau's efforts during the past year amounted to more than half a million dollars."

Letters from four rubber manufacturers in New England credit a total of \$65,000 worth of foreign business to contracts initiated through use of the bureau's services.

The services of the automotive division of the department have been still further expanded and improved, closer contacts being established with our foreign governmental offices.

"The chief of the division and representatives established direct contacts with American automotive manufacturers at their plants," the report states, "in order to acquaint them thoroughly with facilities afforded by the bureau services in expanding their foreign sales. In consequence, services and correspondence increased materially and valuable sales aid was given.

"To obtain direct information on foreign competition, the chief of the division visited nine European countries, attended international motor shows at Paris and London, inspected more than thirty automotive manufacturing plants, and interviewed numerous foreign government and trade association officials, manufacturers and dealers.

"Representatives of the division have participated in the Pan-American Road Congress meetings, the National Conference on Street and Highway Safety, numerous conferences with trade committees on foreign tariffs and discriminations, meetings with the Federal Tariff Commission, a reception to members representing the Mexican automotive delegation, sessions of the Automotive Equipment Association and meetings of the division of simplified practice.

"Conferences have been held with officials of the National Automobile Chamber of Commerce, the Motor and Accessory Manufacturers Association, the National Association of Engine and Boat Manufacturers and the Motorcycle and Allied Trades Association.

THE LATEST THING IN ARMORED CARS! The photograph below shows a new design in armored cars. It is built on a Diamond T chassis.



South Africa Good Buyer Of American Automobiles

By JOHN D. LONG

NEW YORK, Dec. 1.—Commissioner James Moffat represents the Union of South Africa in the city of New York. This British dominion is practically an independent country, notwithstanding its nominal connection with the British crown.

"We give no preferential tariff to Great Britain or Canada," said the commissioner. "We have lately cut that out."

When asked as to highway development in his country, the commissioner's reply was, "Roads, yes we have plenty of them; and we use them, too. We have motor races from Cape Town to Bulawayo—2,500 miles of a stretch. We also have races from Durban to Johannesburg over a 400 mile road."

And the Union and South Africa is truly a spacious country, with an area approaching half a million square miles and a population of some 7,000,000 people. The country has great cities such as Johannesburg, 300,000 and Cape Town, 225,000.

"I have been now three years out of the country," observed Commissioner Moffat, "and so am unable to give you details as to present progress in road construction in South Africa, but I know that it is going forward apace."

Upon writer inquiring as to the share of the United States in supplying motor vehicles for the South African market, Mr. Moffat laid out some reports from the government which he represents, giving the imports for 1924. From these it appears that last year South Africa imported 13,476 passenger cars valued at 2,469,087 pounds sterling.

Of this number 7,181 or more than half came from this country, 5,078 from Canada, almost all of the latter being manufactured by branches of American concerns. That is, 12,269 of the total 13,476 imported cars were manufactured on this continent. The respective values were: United States, 1,480,987, and Canada, 692,266 pounds sterling. Only three other countries sold South Africa cars in considerable numbers, viz., the United Kingdom 722, value 195,795; France 226, value 36,066, and Italy 212, value 56,898 pounds.

In 1923 the passenger car importations ran as follows, the value being in pounds:—

	Number	Value
United States	4,480	\$90,103
Canada	5,228	692,266
United Kingdom	275	90,283
Italy	80	22,641
France	47	9,383

The total imports of passenger cars into South Africa for 1923 were 10,151 valued at 1,721,183 pounds sterling. The values seem small until we remember that they should be multiplied by about five to give them in dollars.

The importation of trucks is not so large, being for 1924 a total of 1,363 with a value of 185,911 pounds sterling. Of these Canada supplied 757, the United States 459 and the United Kingdom 143.

As to duties, passenger cars valued at less than 400 pounds pay 20 per cent., valued at over 400 and less than 600 pounds, 22 per cent., and those of a value of over 600

ST. PAUL DEALERS PAY COMMISSION

Satisfied With This Method of Salesman Recompense

This is the tenth of a series of articles giving expressions of dealers on the salesman salary question.

St. Paul, Minn., Dec. 1.—Payment of automobile salesmen on a commission basis is a definite spur to business and will not be abandoned by St. Paul dealers in favor of a straight salary plan of compensation.

This is the consensus of automobile dealers, based on years of experience and actual sales records.

The evidence in the question is overwhelmingly in favor of the commission system, every dealer questioned admitted; and some declared in unmistakable terms that the salary system of payment was too costly a plan for the agencies for small cars.

"The commission plan puts salesmen on their merit," said Robert McDonald of the McDonald Chevrolet Company, downtown agency for that car, "and instills in them a competitive spirit which has during the last summer demonstrated its superiority over the salary system of payment."

Sales managers of other downtown automobile agencies agreed with the statement made by Mr. McDonald. They expressed themselves as being opposed to the straight salary plan as costly.

All of the dealers maintain drawing accounts against which the salesmen may draw regular sums weekly.

OPINIONS VARY

Cohoes, N. Y., Dec. 1.—Opinions of dealers in this city vary as to the way salesmen of automobiles should be paid. One large Troy concern, maintaining a branch here with a special corps of salesmen, pursues the policy of paying its help on a weekly basis with an added commission according to the amount of sales.

This firm finds this policy best because it not only assures the salesmen of a weekly salary, but gives him added confidence and self-reliance in putting over sales of the various models. The company maintains a selling service throughout all sections of Albany county with special attention given to the rural districts, and no salesman is limited to any definite location.

Other dealers report themselves in favor of the commission way of paying salesmen, which they feel spurs the salesman on to extra work when he realizes that he must make sales in order to earn his salary. As far as could be learned, very few of the dealers in this city pay out bonuses during the year.

FRESNO, CAL.

Fresno, Cal., Dec. 1.—Automobile salesmen compensation in this section, with very rare exceptions, is on a strictly commission basis. F. H. Bartram, manager of the Swall Motor Company, distributor of the Overland here, says such an arrangement is advantageous to both the house and the salesmen.

He takes the position that by adhering strictly to the commission basis it tends to eliminate, almost automatically, men who are not really equipped for the business. Then again, his experience has been that the capable salesman prefers being compensated in this manner. Their salesmen take turns in working on the floor, thus giving them all a chance to come in touch with the "drop in" prospects.

Generally speaking, salesmen here are not limited to any given territory except, of course, that they are not privileged to invade the territory of a sub-dealer. The prospect list of the firms is distributed among the salesmen in an equitable manner, such arrangement tending to keep up the morale of the force. Sales contests are not looked upon with favor.

Three Companies Announce Dealers

Special from A. D. N. Detroit Bureau

Detroit, Dec. 1.—Following new dealers are announced by Oakland Motor Car Company:—

Hudson and Essex Sales Company, Picayune, Miss., under Memphis district; Bogue Auto Company, Leland, Miss., under Memphis district; Pierce & Jenkins, Homestead, Neb., under Denver district; Bergum Motor Company, Miles City, Mont., under Butte district; Carlson Motor Company, Rockford, Ill., under Chicago district; Ferguson-McElhaney Motor Company, Orlando, Fla., under Atlanta district; Stevenson Auto Company, Moorhead, Miss., under Memphis district; Charles E. Miller, Laurel, Miss., under Memphis district; Creon-Stevenson Motor Company, Kansas City, Kan., under Kansas City district; Coffel Oakland Company, Waukesha, Wis., under Chicago district; Collings & Ingels, Stockbridge, Mich., under Pontiac district; Certain Motor Company, Ottawa, Kan., under Kansas City district; J. J. O'Donnell & Sons, Homestead, Pa., under Pittsburgh district; J. W. Perry & Son, Concordia, Kan., under Kansas City district; Ira E. Farnsworth, Stanley, N. Y., under Buffalo district; James K. Morris, Covina, Cal., under San Francisco district; F. D. Logan, Emporia, Pa., under Pittsburgh district; H. N. Goulding & Co., Garden City, Kan., under Kansas City district; Davidville Garage, Davidville, Pa., under Pittsburgh district; William F. Egan, Mount Kineo, N. Y., under New York district; Southside Auto Sales Company, Freeport, N. Y., under New York district; Morrison Cover Garage, Roaring Springs, Pa., under Pittsburgh district; Anderson & Garrison, Kalamazoo, Mich., under Pontiac district; Reese Motor Sales, Reese, Mich., under Pontiac district; E. L. Paddison, Lapeer, Mich., under Pontiac district; Coyne Nash Company, Norwalk, Neb., under Omaha district; West Texas Reo Company, Abile, Tex., under Dallas district; Ullrich Kennedy Company, Inc., St. Paul, Minn., under Minneapolis district; Oakland Sales and Service Company, Alma, Mich., under Pontiac district; W. H. Croom, Dardanelle, Ark., under Memphis district; Russellville Motor Company, Russellville, Ark., under Memphis district; Springfield-Oakland Company, Springfield, Mass., under Boston district; Theleman Motor Company, Colorado Springs, Col., under Denver district; Fred W. Terry, Atlanta, N. Y., under Buffalo district; Kittrell, Calloway & Webb, Lexington, Ky., under Indianapolis district; Chapman Motor Company, Abilene, Kan., under Kansas City district; Davis Automobile Company, Lincoln, Neb., under Omaha district; Cadillac-Mowry Company, Norfolk, Va., under Charlotte district; Beverage Automot-

ive Company, Sioux Falls, S. D., under Omaha district; James Conley, Mulica Hill, N. J., under Philadelphia district; Dillon Auto Sales, Fostoria, Ohio, under Cleveland district; Snodgrass-Alexander Motor Company, Frederick, Okla., under Oklahoma City, Okla.; C. L. Schmidt, Mount Washington, Ohio, under Cleveland district; J. G. Renninger & Son, Middleburg, Pa., under Philadelphia district; Kenneth D. Dovay, Downingtown, Pa., under Philadelphia district; Elmer S. Redline, Mifflinville, Pa., under Philadelphia district; Harper Smith Motor Company, Homestead, Fla., under Atlanta district; E. E. Speck, Bell, Cal., under San Francisco district; Neidhard's Garage, Cincinnati, Ohio, under Cleveland district.

PAIGE-DETROIT

Detroit, Dec. 1.—The Paige-Detroit Motor Car Company has appointed the following new dealers: Dayton Motor Sales, Dayton, Ohio; T. F. Dreher, Paterson, N. J.; Taylor County Paige-Jewett Company, Crafton, W. Va.; Stevens Garage, Cadiz, Ohio; R. W. Bort Auto Company, Lyons, N. Y.; E. E. Morrow, North Canton, Ohio; Bernard Lichnir, Bronx, N. Y.; Jones-Amos Company, Columbus, Neb.; Carl Bingham, Vancouver, B. C.; Paige-Jewett Company, Leavenworth, Kans.

CADILLAC

Detroit, Dec. 1.—The Cadillac Motor Car Company announces the following changes in dealers:—

In territory of Columbus, O.—The Athens County Nash Company, Athens, O. In territory of Dallas, Tex.—Carter Motor Company, Colorado, Tex. In territory of Davenport, Ia.—Oskaloosa Nash Company, Oskaloosa, Ia. In territory of Jackson, Miss.—Hattiesburg Auto Sales Company, Hattiesburg, Miss.

In territory of Jacksonville, Fla.—McBain Buick Company, East, Fla. Everett Cadillac Company, Melbourne, Fla. In territory of Milwaukee, Wis.—Eagle Garage Company, Platteville, Wis.

In territory of Newark, N. J.—Wright-Spero Motor Company, Inc., Summit, N. J. In territory of Omaha, Neb.—Holdrege Buick Company, Inc., Holdrege, Neb.; Bessie Brothers, Kearney, Neb.; Breier Motor Company, Winkler, S. D.

Plans for Many Shows Being Made

Elmira, Dec. 1.—Elmira's sixth annual automobile show will be held January 18 to 23, 1926, at the New York State Armory under the auspices of the Elmira Automobile Merchants' Association. T. Wrayburn Keeton, who has so successfully piloted the last three shows in this city, is again chairman, assisted by George Petzke.

ADAMS SHOW IN FEBRUARY

Adams, Mass., Dec. 1 (U. T. P. S.)—The northern Berkshire automobile dealers will unite in a show at the Adams armory the last week in February. It will be under the auspices of Company M, a state military unit, with James Callahan in direct charge.

DISCUSS SHOW DETAILS

Trenton, N. J., Dec. 1.—The annual automobile show will be held at the Second Regiment Armory here during the latter part of next February. Details of the exhibition were discussed at a dinner-meeting of the Trenton Automobile Trade Association when Harry C. Wood, president of the organization, was again chosen as manager of the coming show. Mr. Wood has been in charge of the exhibition for several years.

PLANNING DECORATIONS

Sprinfield, Ill., Dec. 1.—The Springfield Auto Dealers' Association will hold its ninth annual auto show in the state arsenal here on February 3, 4, 5 and 6, 1926. Plans are now being made. W. C. Henry, who has had charge of decorations for the last three shows, is designing and building the decorations for this event.

PLAN COMBINED SHOW

Camden, N. J., Dec. 1.—Camden's fifth annual automobile show, which will take place in the new convention hall in Camden's civic center during the week beginning February 8, will this year for the first time in its history include both passenger cars and trucks. It will be staged under the direction of M. F. Ivins, Jr., under whose direction the four former shows have been held.

Operate on Only an Eight-Dollar-a-Month Flat Motor Service Charge

The Newby Brothers Now Have Eight Branches in Different Texas Cities and All Are Having Exceptional Success

WE are in business to prevent repairs—not to make them!

"We service motor vehicles for a flat rate of \$8 per month per vehicle. Other garages have a special rate for each and every individual repair job.

"We operate our garage 24 hours a day 365 days in the year. Other garages are open less than half the time.

"A customer who is signed up for the flat rate monthly service in any one of our garages is entitled to free service at any and all of our garages. If other garages do a job and it turns out bad the customer has to pay for having it done again.

"These are the chief differences between the plan of operation in the Newby Brothers' Auto Maintenance System and that of other garages," according to N. J. Newby, originator of the monthly flat rate service idea and whose new scheme has grown from one small garage in Fort Worth to a chain of eight large establishments located in as many Texas cities in five years.

Discussing the operation of the plan, which is rapidly spreading over Texas because of guaranteed service under contract at a very nominal cost, Mr. Newby said:

"The Newbys do not buy, sell or exchange motor vehicles of any

The Newbys sell service at so much per month per vehicle. They make a profit on the parts, oil and grease used in connection with the service.

kind. They are not accessory parts, equipment, tire or battery merchants. They do not operate their shops in the ordinary manner. Their service is confined to persons or concerns having motor vehicles enrolled with them on a flat basis of so much a month per vehicle. We enter into a written contract to service motor vehicles at a flat rate of \$8 a month. The customer merely enrolls his machine, pays his bills at the end of the month and ceases to worry about repair bills.

"The Newby system is something like insuring motor vehicles against being out of commission when the owner wants them because of damages. The owner pays a nominal sum monthly and is assured his motor car will always be in running order."

Mr. Newby says the small monthly service is made possible by the clubbing or pooling of a large number of motor vehicles for maintenance in one establishment. This arrangement, he says, eliminates lost motion, insures work for mechanics all the time and cuts overhead expense in half.

Here is what the Newby's contract to do for a flat charge of \$8 per month per vehicle:

Furnish skilled labor, tools and pull-in-service necessary for repairs and upkeep of vehicles.

Inspect and grease once each week for four weeks immediately after enrollment and twice each month thereafter.

Tighten and adjust all parts, replace worn or broken parts, even including accident and burnt out bearings.

Keep garages open for service all hours day and night. Maintain pull-in-service, all hours, day and night, by which customer's machines in city limit will be towed to garage for repairs free of

charge, and from without city limits at nominal cost.

Keep trouble car ready for service at all hours for benefit of customers whose machines may go wrong in action and some repairs or adjustments are needed on spot to complete trip.

Furnish all parts used in replacing worn or broken parts and all grease and oil at manufacturers' list prices.

To make no charge for labor in connection with removing or replacing parts to be welded, soldered, heated or reground and to charge not more than prices prevailing at reliable garages for welding, soldering, heating or regrinding or for boring cylinders.

"We do not include tire trouble repairs, recharging batteries and magnetos, repairs on tops, bodies, curtains, washing, polishing or storage in the \$8 per month maintenance charge," Mr. Newby said. "Our charges for these things are those prevailing at reliable garages."

The Newbys will not enroll part of the total number of motor vehicles used for commercial purposes of any individual or corporation for the flat rate monthly service. The entire number must be signed up for the service before the monthly flat rate applies. They will not accept motor vehicles for the monthly flat rate service unless they are in good condition. Machines offered for the monthly flat rate service, not in good condition, will be put in acceptable condition in the Newby shops at prices prevailing at reliable garages for the work involved.

The Newbys sell service at so much per month per vehicle. They make a profit on the parts, oil and grease used in connection with the service. But they have worked the system down to the point where the service alone pays a profit. That is because from 200 to 250 vehicles are enrolled in each establishment. From five to seven persons are employed at each garage at salaries ranging from \$18 to \$60 per week.

In addition to the profit service and parts the Newbys make a nice profit on repairs to tops, curtains, bodies, work done on batteries, tires and on soldering, welding, painting, cylinder grinding, etc.

"We have found one man can service from ten to twelve trucks in one night, where he is given the same or similar lines of vehicles," Mr. Newby said. "To facilitate the work and to eliminate all lost time that our customers may have their machines all in time, the most of the work in our garages is done at

"We do not include tire trouble repairs, recharging batteries and magnetos, repairs on tops, bodies, curtains, washing, polishing or storage in the \$8 per month maintenance charge," Mr. Newby said.

night," he continued. "And in this connection we have arranged to have different lines of trucks in the garages for service on different nights.

"For instance, we may take the department store delivery trucks on Monday night, the bakery trucks on Tuesday, the furniture trucks, Wednesday, and the cement and gravel trucks on Thursday.

"This is done in order that we may turn out the greatest amount of work in the least time. We have found by actual experience mechanics can do far more and better work if, when, they start in, say on

one-ton department store trucks, Fords or Dodges, they spend the entire night on this line of trucks, rather than working part of the time on them, part on a five-ton gravel truck of another make, and then awhile on a big furniture van or a big bus of some other variety."

Discussing some actual operations in his garages in connection with the servicing of motor vehicles at \$8 per month, Mr. Newby said:

"Primarily it is our business to prevent damages and repairs to motor vehicles. That's the way we make our living. The other garage men make their money making repairs after the damage is done. We make ours preventing the damage. And that is why we must give vehicles enrolled with us close attention at all times.

"Take the broken axle on a Ford. Every one of these broken axles you ever saw was broken near the hub

Every Newby garage is equipped with the most modern machinery. The machinery is installed with a view to saving as much time as possible in moving machines from one place to another.

of the car. That was caused from lack of proper adjustment and lubrication. Any Ford service station will charge \$2 for towing a car in. They will make a labor charge of \$6 for replacing the broken axle and then charge the customer with the new axle.

"The towing in and the labor in connection with replacing the broken axle are included in the \$8 monthly service charge under our system. We make a profit of 34 cents on the axle. We can not afford to do an \$8 labor job for 34 cents, hence we prevent the axle from breaking by proper adjustments and lubrication and make a profit on the lubricants.

"For overhauling the rear end of a Ford the regular labor charge is \$7. In some cases the parts to be replaced cost as much as \$18. The Newbys make a profit of \$4.50 on those parts, but they can not afford to do a \$7 labor job for \$4.50, hence they keep the rear end of trucks from burning up. We oil and grease them and take a profit on the oil and grease. We put in parts as they are needed and take a profit on these. The customer is getting his service cheaper than he would at other places and is paying no more for his parts, oil and grease."

The argument of the Newbys in soliciting business for their garages is confined to service and dollars and cents. It is seldom a customer, once signed up, leaves the garages. Mr. Newby says he has customers on his lists he put on them when he started the flat rate monthly service five years ago. They have never been out one month and are constant boosters of his system.

"Take a concern operating a fleet of twenty trucks," Mr. Newby said. "It usually employs two mechanics to service those trucks. The salary of these mechanics must be around \$300 a month. Chances are the concern has to furnish the tools, rent a place where the trucks are serviced, maintain a trouble car, and be at a considerable other expense. The total expense of that company in servicing those trucks may run around \$400 a month.

"We enter into a contract to do the same work and guarantee the job for \$160 a month. Say the concern uses five trucks. It has to employ a mechanic to service



N. J. NEWBY. Here is the chap who originated the monthly flat-rate service idea. His scheme has grown from one small garage in Fort Worth to a chain of eight large establishments located in as many Texas cities.

them or have the work done on the piece basis in a garage which may be so crowded the trucks must wait their turn. If that company employs a mechanic it must pay him around \$150 per month.

In the Newby garages about 80 per cent. of the machines enrolled are trucks used in commercial service. The remainder are passenger cars usually used by drummers who cover a considerable territory every month.

We do the job and guarantee results for \$40.

"There is not much getting away from an argument like that. The only drawback is the system is so new and the proposition sounds so good the business man frequently holds off, believing it is just another scheme to 'sting' him. But when we present testimonials from business men they know in other places, telling what we do and the satisfaction we give, we usually get what business we can take care of.

"In soliciting business we stress service all hours, day or night. We stress our trouble shooting car and our tow-in service. We point out the equipment and facilities in our shops and cite instances of some of our trouble car's work to let the prospective customer have an opportunity to investigate for himself and we usually sell our system on the service and dollar-saving basis."

The flat rate monthly service charge in the Newby garages is worked out on actual experience. Six years ago N. J. Newby, formerly with the government in charge of motor shops at Detroit, opened a place of business in Fort Worth. He was convinced that 75 per cent. of automobile repair bills was due to lack of proper adjustments and proper care at the proper time. He was convinced the life of the wearing parts of a motor vehicle could be doubled by giving them the right care. He had an idea

that a flat rate monthly charge for maintenance was possible and would be profitable. With those things in mind he opened his first shop at Fort Worth.

He desired to ascertain just exactly what amount of work mechanics could do if machines were there to work on all the time. He announced he would do repair work in his garage for one-half the regular prices charged at reliable garages and guarantee his work. His shop was flooded with 'lost' money. But he got the experience he wanted. He found what mechanics could do, and launched his flat rate monthly plan of servicing motor vehicles.

He has been growing ever since. He now operates flat-rate monthly service garages in Fort Worth, Dallas, Waco, Houston, Mineral Wells, Wichita Falls, Weatherford and Cleburne. Soon he will open garages in New Orleans and probably at Beaumont, Alexandria and Lake Charles.

These eight garages now in operation are very closely related.

"We have found one man can service from ten to twelve trucks in one night, where he is giving the same or similar lines of vehicles," Mr. Newby said. "To facilitate the work and to eliminate all lost time and see that our customers may have their machines all the time, the most of the work in our garages is done at night."

Any machine enrolled for service under the flat rate monthly plan in any Newby garage is entitled to free service in any other Newby garage. This affords service on a truck enrolled in the Wichita Falls garage should that truck happen to be in Dallas or Fort Worth, 125 or 115 miles away and get out of order.

Dealer Activities

SMITH COMPANY BUYS TRENTON REO FIRM

Trenton, N. J., Dec. 1.—The W. A. Smith Motor Company has purchased the automobile and garage business of William A. Weinmann at West Hanover and Barnes Streets, and took possession today. Mr. Weinmann, long in the automobile industry in Trenton, will devote his time to real estate. The W. A. Smith Motor Company was recently incorporated and has the following officers: William A. Smith, president; Bentley H. Pope, vice-president; H. Dallas Fogg, treasurer, and C. Harold Saidt, secretary and assistant treasurer. These officers, together with Mr. Weinmann, constitute the board of directors. The concern will continue to handle Reo cars and conduct a general garage business.

CLARKSBURG DEALER ADDS CHRYSLER LINE

Clarksburg, W. Va., Dec. 1.—Wade H. Garrett, Cadillac dealer here, has just purchased the dealership of the Chrysler car in central West Virginia. He will build additions to his garage, which already is one of the largest public garages in this section of the state.

BUTLER DEALER TO SELL USED CARS DIRECT

Butler, Pa., Dec. 1.—The Cheeseman-Watson Company, representative of the Buick and Cadillac, occupying a three-story building at Main and Clay Streets, announces its return to the handling of used cars. The company has been handling all its used cars through the Butler Used-Car Exchange for the last year.

PORLAND STAR FIRM ADDS FIVE SALESMEN

Portland, Ore., Dec. 1.—The C. L. Boss Company, Portland Star representative, announces the augmentation of its staff through the addition of five salesmen. They are Sam Dozier, Harry Heuer, A. L. Mitchell, Ray Forrest and Clyde B. Grewelle. They will work for the east side branch of the company.

BLOOMFIELD DEALER SUSPENDS OPERATIONS

Bloomfield, N. J., Dec. 1.—The Solly & O'Neill Motors, which recently held the Flint franchise for this territory, has just suspended business operations. The firm held the dealership for approximately two months.

NEW CHEVROLET DEALER IN MORRIS, ILL.

Morris, Ill., Dec. 1.—Mack

Advertisers Scheduled in the Automotive Daily News

Anderson Automobile Co., Automotive Rotary Lift Co., Benda Brake Co., Buick Motor Co., Byrne-Kingston Co., Chevrolet Motor Co., Chrysler Sales Corp., Continental Motors Co., Detroit Carrier Mfg. Co., Durant Motors, Inc., Flint Motor Co., Frick Brothers, Inc., General Motors Corp., Hewitt Rubber Co., Hupp Motor Car Corp., Irving Engineering Sales Co., Inc., J. H. Newmark, Inc., Juhaz Carburetor Co., Kellogg Mfg. Co., Locomobile Co. of America, Manhattan Insulated Wire Co., New Departure Mfg. Co., No-Carb Sales Co., Oakland Motor Car Co., Paige-Detroit Motor Car Co., Pierce-Arrow Motor Car Co., Rawlings Co. of America, Rickenbacker Motor Co., Rose, Inc., Wm. L. Staynew Filter Corp., Stewart Motor Corp., Ternstedt Mfg. Co., U. S. Light & Heat Corp., Willys Overland, Inc., Wills Sainte Claire, Inc., Wire Wheel Corp. of America, Wisconsin Parts Co., Wise Industries, The Wonderlamp.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

Cosgrove and Timan Wix have just formed a partnership under the name of the C. & W. Chevrolet Company and have opened a garage and salesroom at 514 Liberty St. They will distribute the Chevrolet car in the Grundy county territory.

WILLYS-OVERLAND FOR NEW LONDON, WIS.

New London, Wis., Dec. 1.—The George Freiburger & Son garage of this city has just taken over the dealership for Willys-Knight and Overland cars. Special demonstrations were held for three days to advertise this fact to the public.

RACINE DEALER FILES BANKRUPTCY PETITION

Racine, Wis., Dec. 1.—The Gordon Motor Sales Company of this city has just filed a voluntary petition of bankruptcy in Federal Court, listing its assets at \$1,731 and liabilities at \$27,796.

NEW CHRYSLER DEALER FOR SOUTH BEND, IND.

South Bend, Ind., Dec. 1 (U. T. P. S.)—The Nihart Motor Sales Company, distributor of Chrysler automobiles in northern Indiana, has just appointed Lamborn & Wagner associate dealers for South Bend.

Personal Paragraphs

RITE NOW SUPERVISOR

Los Angeles, Dec. 1.—Robert P. Rite, retail sales manager of the local branch of the Star Motor Company of California, is leaving that post to become supervisor of retail sales of all Star factory branches in California. In his new capacity he will direct sales activities in Star branches located in San Francisco, Santa Barbara, San Jose, Fresno and Hollywood, as well as the two Los Angeles branches.

DE NORIA AIDS SANTA

Portland, Ore., Dec. 1.—John De Noria, used car manager for the Covey Motor Car Company, Portland distributor for Cadillac, is chairman of the committee planning the Elks benefit minstrel show to be held this week to raise funds for a Christmas tree party for needy children.

LANE COUNTY MANAGER

Newark, N. J., Dec. 1.—David Lane, for several years manager of the local Packard branch, has just resigned to assume his new duties as Packard representative of northern Essex county, with headquarters at Glenridge Avenue, Montclair.

MILLER IN NEW POST

Schenectady, N. Y., Dec. 1.—R. L. Miller, formerly manager of the Albany Automobile Exchange at Albany, has just taken charge of the used car department of the McMullen & Wesson Automobile Sales Corporation of 732 State St. Recently he was used car manager for the Barber Sales Company at Glens Falls.

WILSON NAMED SALESMAN

Decatur, Ill., Dec. 1.—C. H. Wilson, former Decatur resident, has just returned from Chicago and joined the Reo Motor Sales Company, 250 East Williams St., as salesman. The company handles Reo, Gray and Gardner cars.

R. S. FLEMING MARRIED

Olympia, Wash., Dec. 1.—Ralph Stewart Fleming, Olympia manager for the Associated Oil Company, was married recently to Miss Sylvia Romano of Seattle. They will make their home in Olympia.

DAUSSMAN TO CLEVELAND

Evansville, Ind., Dec. 1.—Arthur Daußman, manager of the Roquerry Garage, Cleveland and Chandler dealer, departed yesterday for the Cleveland Automobile Company plant in Cleveland to arrange for shipment of cars.

Out on the Coast

By John C. Wetmore

Los Angeles, Dec. 1.—California's motor car marketing industry can

thank Uncle Henry for saving it in the aggregate from a normal October seasonal slump over September and replacing it with a gain of 3,127 in sales. The resumption of Ford deliveries brought to "the universal car" a registration increase of 4,295, or 1,168 above the total gain.

The figures quoted are based on the following new passenger car figures from Motor Registration News which are used altogether in this October sales analysis:

	Registered	Gained	Per Cent.
Oct.	Sept.		
1925	1924	Gained	
California	16,685	16,558	3.127
Northern California	7,854	6,492	1,562
Southern California	11,731	7,785	3,946

The percentage gains over September were 18.3 for the state.

When one comes, however, to comparisons with the corresponding month last year one sees the enormous retail trade jump California has made over 1924. It is visualized in the new passenger car registrations set forth in the following table:

	Registered	Gained	Per Cent.
Oct.	Sept.		
1925	1924	Gained	
California	18,645	5,270	36
Northern California	7,954	1,597	23
Southern California	11,731	3,763	47

Incidentally the aggregate registration of new automobiles and trucks was 21,483, a gain of 5,693 or 36 per cent. over last year, trucks running about even with passenger cars in gains.

Twenty-one makes are credited with the registrations of 100 or more new passenger cars. All show gains over October, 1924, but three, and their losses were small from a percentage standpoint. The October sales record was:

	Registered	Gained	Per Cent.
Ford	4,099	*382	*8
Chevrolet	2,512	513	30
Essex	1,838	1,514	525
Dodge	1,631	691	73
Hudson	1,171	239	20
Star	1,103	727	193
Studebaker	1,029	*130	*11
Nash	834	497	146
Overland	561	307	53
Jewett	515	144	37
Oakland	423	174	69
Willys-Knight	323	134	35
Oldsmobile	318	64	25
Cadillac	251	111	79
Ajax	222	111	19
Hupmobile	158	107	68
Moon	112	19	20
Jordan	100	40	66

*Lost.

Eleven of the above show gains over September as follows: Ford, 3,295; Buick, 395; Overland and Dodge, 123; Cadillac, 111; Chrysler, 77; Jordan, 73; Oldsmobile, 506; Ajax, 58; Willys-Knight, 24; Studebaker, 13.

Resumption of Ford deliveries, as was to be expected, brought losses to its two chief runners up, Essex losing 145 and Chevrolet 506 sales. Jointly, however, they are giving Ford a hard fight with 4,050 registrations as compared with Ford's 4,099. This is a decided gain since Ford leads them both combined by 2,723 in the first ten months of this year.

"Practically all of the "groups" made conspicuous sales gains over the corresponding month last year, their October new passenger car registrations for the month named being:

	Registered	Gained	Per Cent.
General Motors	4,807	1,475	338
Hudson-Essex	2,941	2,271	72
Dodge	2,053	417	99
Willys-Overland	884	411	48
Nash	663	282	74
Pierce-Detroit	441	145	48
Moon-Diana	147	54	58
Chandler-Cleveland	133	*56	*29

*Lost.

It will be noted that Hudson-Essex and Durant Motors made a good showing against G. M. C., the "Ford" of the car building groups, and that Willys-Overland doubled its last year's record.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to *Automotive Daily News*, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man if you are turning electrical business away. Here's a chance to "cash in" on it. Address Box No. X. Y. Z., *Automotive Daily News*.

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

FORD Agency Building and Stock, no cars, trucks or tractors to buy; price \$25,000; incumbrance \$10,000; county seat town in Kansas wheat belt; 132 car contract. Drawer T. Lincoln, Kan.

ELECTRICAL EQUIPMENT

BATTERY CABLES
For Ford, Chevrolet, Dodge, Buick, and other cars.
BUY FROM YOUR JOBBER
CATALOGUE UPON REQUEST
Manhattan Insulated Wire Co.,
17-23 West 60th St., N. Y. City.

and Harry K. Hess and James Sarver.

Drive-Yourself System, Inc., Akron, \$10,000; to rent autos for hire; G. L. Keller, G. M. Neal, R. H. Nesbitt, F. G. Kline and L. A. Martin.

R. Puthoff, Inc., Cincinnati, \$35,000; to deal in autos and accessories; Robert Puthoff, Vern H. Wilson, William J. McCauley, James R. Clark and Burton E. Robinson.

White Service Company, Defiance, \$10,000; to deal in trucks and accessories; Henrietta Wierk, John M. Wierk, Charles D. Harris, John W. Winn and M. A. Goller.

Gurney Company, 4-6-8 East Market St., Tiffin, \$25,000; Ford dealership; Albert H. Gurney, Frederick R. Ringle, Wolfgang J. Paulus, Lynn Troxel and James D. Watson.

Cline Motor Company, Akron, \$10,000; to deal in automobiles; Lottie G. Cline, F. C. Manchester, T. Oscar Evans, S. M. Piero and M. Myers.

**When you want
What you want
When you want it!**

An advertisement in the Classified section of the *Automotive Daily News* will prove to be one of the best "go getters" you could wish for.

The *Automotive Daily News* reaches thousands of progressive business men in the automotive industry, and the cost of placing your advertisement before them is very small—only 5 cents per word. And there's a liberal discount for an extended order.

**Use the Automotive Daily News
When You Want Quick Action!**